

Popular Copyrights Are A Smash Hit!

Millions of Books Can Now Be Had At 20 BOOKS for \$1

4 What Every Girl Should Know
5 Nietzsche's Philosophy, Durant
6 Rhyming Dictionary
7 Aristotle's Philosophy, Durant
8 Origin of Human Race
9 Insects and Men: Instinct vs. Reason, Clarence Darrow
10 Dictionary of U. S. Slang
11 Tales from Decameron, Boccaccio
12 Color of Life and Love
13 Physiology of Sex Life
14 Common Faults in English
15 Evolution of Marriage
16 Nature of Love
17 Manhood: Facts of Life
18 Hypnotism Explained
19 Self-Contradictions of Bible
20 How to Love
21 Facts About Classics
22 History of World War
23 Woodrow Wilson's War Speeches
24 History of Rome, Wood
25 Principles of Electricity
26 Lost Civilizations
27 Story of Plato's Philosophy
28 Evolution of Sex
29 A Hindu Book of Love
30 Four Essays on Sex
31 Book of Synonyms
32 Puzzle of Personality
33 Essence of the Talmud
34 Plain Talks With Husbands and Wives, Ellis
35 Is Death Inevitable?
36 Prostitution in the Ancient World
37 Best Jokes About Doctors
38 Do We Need Religion?
39 How to Write Short Stories
40 A Book of Riddle Rimes
41 How to Argue Logically
42 Improve Your Conversation
43 Psychology of Suicide
44 Love Story of an Old Maid
45 Psychology of Joy and Sorrow
46 Prostitution in the U. S.
47 Facts About Music
48 Facts About Phenology
49 Art of Being Happy
50 U. S. Commercial Geography
51 My 12 Years in a Monastery
52 Baseball, How to Play
53 Psychology of Religion
54 Auto-Suggestion: How It Works
55 Auto-Suggestion and Health
56 Dictionary of Scientific Terms
57 Evolution Made Plain
58 Lives of Chorus Girls
59 Develop Sense of Humor
60 How N. Y. Girls Live
61 Don't Be a Wall Flower
62 Psychology for Beginners
63 Novel Discoveries in Science
64 How to Tie Knots
65 Short History of Civil War
66 Are We Machines? Darrow
67 How to Make Candy
68 Death and Its Problems
69 Woman the Criminal
70 What Women Beyond 40 Should Know
71 Hints on Etiquette
72 Is the Moon a Dead World?
73 The Electron Theory
74 How to Play Chess
75 Are the Planets Inhabited?
76 Short History of the Jews
77 Handbook of Legal Forms
78 German-English Dictionary
79 4,000 Essential English Words
80 Women Who Lived for Love
81 Confidential Chats with Wives
82 Sexual Rejuvenation
83 What Boys Should Know
84 What Young Men Should Know
85 What Young Women Should Know
86 What Married Men Should Know
87 What Married Women Should Know
88 Toasts for All Occasions
89 Neurotic America and Sex
90 Chemistry for Beginners
91 Spelling Self Taught
92 Grammar Self Taught
93 Punctuation Self Taught
94 U. S. Constitution
95 Teeth and Mouth Hygiene
96 Woman's Sexual Life
97 Man's Sexual Life
98 Child's Sexual Life
99 How to Pronounce Proper Names
100 4,000 Words Often Mispronounced

TAKE your pick of the Little Blue Books listed on this page at the rate of 20 books for \$1, plus 1c per book for carriage. Choose yours now! Order today!

703 Physiology Self Taught
704 Facts About Palmistry
705 100 Professions for Women
710 Botany for Beginners
715 Auction Bridge for Beginners
717 Modern Sexual Morality
724 Burbank Funeral Oration, Judge Lindsey
726 Facts About Venereal Diseases
727 Psychology of Affections
730 Mistresses of Today
731 Mental Differences of Men and Women
734 Book of Useful Phrases
739 How to Conquer Stupidity
767 Facts About Astrology
768 Best Jokes About Lawyers
773 Good Habits and How to Form Them
775 First Aid for Investors
777 Riddle of Human Behavior
781 Catholicism and Sex
782 Psycho-Analysis, Mind and Body
784 Association Tests in Psycho-Analysis
789 Digest of U. S. Marriage and Divorce Laws
800 Sex in Psycho-Analysis
801 A Rapid Calculator
804 Freud on Sleep and Sexual Dreams
810 Scandals of Paris Life
815 Familiar Quotations
816 Shakespearean Quotations
817 Her Burning Secret
819 Book of Strange Murders
820 Jokes About Married Life
821 Improve Your Vocabulary
822 Rhetoric Self Taught
823 English Composition Self Taught
835 Handbook of Useful Tables
841 Future of Religion
842 Best Jokes of 1925
843 Can You Control Conduct?
846 Can About Fortune Telling
848 Womanhood: Facts of Life
847 How to Play Card Games
850 Bad Habits and How to Break Them
851 Bible Myths and Legends
853 How to Know the Songbirds
855 How to Write Letters
856 Arithmetic Self Taught, 1
857 Arithmetic Self Taught, 2
858 Psychology of Leadership
862 German Self Taught
864 Chats With Husbands
869 Best Jokes of 1927
872 Manual Parliamentary Law
876 Curiosities of Mathematics
877 French Cooking for Amateurs
879 Best Jokes About Preachers
882 Psychology of Character Building
883 Capital Punishment
884 Debate on Prohibition
889 Jokes About Kissing
891 Your Talent and How to Develop It
893 500 Riddles
894 How to Advertise
895 Astronomy for Beginners
896 Wages of Sin
901 Woman: Eternal Primitive
902 Dictionary of Foreign Words
903 All About Syphilis
904 Sex Symbolism, Fielding
910 Is Life Worth Living?
911 Is Mankind Progressing?
964 How to be Happy Though Married
966 Rational Sex Ethics
972 Book of Popular Jokes
975 Cleopatra and Her Loves
984 Harmony Self Taught
986 How to Talk and Debate
987 Art of Kissing
988 The Art of Courtship
995 How to Play the Piano
997 Recipes Home Cooking
999 Latin Self Taught
1000 Wonders of Radium
1003 How to Think Logically
1004 How to Save Money
1005 How to Enjoy Music
1006 Children's Games
1007 Revolt Against Religion

1008 Origin of Religion, McCabe
1009 Typewriting Self-Taught
1010 Amateur Magic Tricks
1011 French-English Dictionary
1012 Best Negro Jokes
1013 Best Irish Jokes
1014 Best American Jokes
1015 Comic Dialect Poems
1018 Humorous Limericks
1020 Why I Am an Infidel
1021 Italian Self Taught
1023 Popular Recitations
1030 World's Great Religions
1049 How to Sing
1051 Cause and Nature of Genius
1052 Nature of Instinct and Emotions
1053 Guide to N. Y. Strange Sections
1056 Devil's Dictionary
1061 Human Origin of Morals
1062 Degradation of Woman
1064 Simplicity of Radio
1065 Lives of U. S. Presidents
1069 Conquest of Fear
1070 How to Fight Nervous Troubles
1074 Commercial Law
1078 Morals in Greece and Rome
1079 Phallic Elements in Religion
1082 Best Jewish Jokes
1084 Did Jesus Ever Live?
1088 Truth About Mussolini
1089 Common Sense of Sex
1091 Facts About Cancer
1092 Simple Beauty Hints
1093 Amusing Puns
1094 Insanity Explained
1097 Memory: How to Use It
1103 Puzzles and Brain Teasers
1105 Spanish-English Dictionary
1109 Spanish Self Taught
1111 Prostitution in Medieval World
1113 Love from Many Angles
1122 Degradation of Woman
1123 Facts About Puritan Morals
1124 On the Bum
1126 Eating for Health
1130 The Dark Ages, McCabe
1135 Prostitution in Modern World
1138 What Atheism Means
1139 Photography Self Taught
1144 Truth About Jesuits
1148 Sexual Crime in U. S. Law
1164 Unlovely Sin, Ben Hecht
1167 Sinister Sex, etc. Hecht
1174 How to Write Business Letters
1176 A Mad Love, Frank Harris
1204 Dictionary of Musical Terms
1206 How to Swim
1207 French Self Taught
1208 Success Easier than Failure
1209 Charming Hostess: Entertainment Guide
1210 Mathematical Oddities
1216 Italian-English Dictionary
1221 Facts About Will Power
1225 How to Avoid Marital Discord
1228 Jokes About Drunks
1231 Best Jokes of 1926
1233 Better Meals for Less Money
1238 Beginning Married Life
1239 Party Games for Grown-ups
1241 Outline of U. S. History
1242 Care of Skin and Hair
1244 How to Write Love Letters
1246 Best Hobo Jokes
1247 Psychology of Love and Hate
1249 Best Jokes About Lovers
1250 Companionate Marriage
1251 What Do You Know?
1257 How to Become Citizen
1278 Ventriloquism Self Taught
1279 Side Show Tricks
1285 Gamblers' Crooked Tricks
1292 Best Short Stories of 1928
1311 Real Aims of Catholicism
1316 Revolt of Modern Youth
1317 Meaning of U. S. Constitution
1318 Case for and Against Sexual Sterilization
1320 How to Get a Husband
1321 Fasting for Health

1322 Confessions of a Modern Woman
1329 Facing Life Fearlessly
1330 Facts About Digestion
1333 Common Sense of Health
1337 Breakdown of Marriage
1339 Crooked Financial Schemes
1340 How to Get a Job
1341 Unusual Menus
1342 Typical Love Problems
1347 Trial Marriage
1349 Life of Lindbergh
1351 How to Get Ahead
1354 Book of Similes
1356 How to Make Wills
1357 What You Should Know About Law
1358 How to Acquire Good Taste
1359 Is Birth Control a Sin?
1360 Pocket Cook Book
1361 Who Killed Jesus?
1362 Law for Women
1363 Law for Auto-Owners
1366 Strange Marriage Customs
1371 Sins of Good People
1379 President Harding's Illegitimate Daughter
1380 Flesh and the Devil
1382 Is Our Civilization Oversexed?
1385 Defense of Devil
1388 Are the Clergy Honest?
1389 Tobacco Habit
1392 Confessions of a Gold Digger
1395 Instantaneous Personal Magnetism
1412 Stories of Tramp Life
1413 My Prison Days
1419 Unusual Deaths
1420 Why Women Leave Home
1421 How to Get a Divorce
1426 Foot Troubles Corrected
1428 Unusual Love Affairs
1430 Shorthand Self Taught
1434 How to Think Clearly
1436 Strange Marriage Customs
1437 Curiosities of the Law
1439 Intelligence, How to Test It
1440 Can Man Know God?
1442 Facts About Graphology
1445 Wild Women of Broadway
1448 Character Reading from Faces
1450 Do We Live Forever?
1455 End of the World, McCabe
1459 Psychology of Criminal
1460 American Statistics
1471 How to Become Mentally Superior
1475 Best Jokes of 1928
1476 What You Should Know About Your Sensations

1477 How Glands Affect Personality
1480 Causes of World War
1481 The New Immorality
1484 Why Preachers Go Wrong
1491 Power of Women
1493 Wine, Women and Song
1496 Sexual Factor in Divorce
1497 Companionate Divorce
1498 M. U. Sex Questionnaire
1500 Why I Am an Agnostic
1501 Mussolini and the Pope
1503 Effective English in Speech
1504 Overcome Self-Consciousness
1508 Facts About Poisons
1513 Statistics: How to Understand Them
1514 Edison's Inventions
1516 Facts About Gonorrhea
1523 How to Avoid Catching Venereal Diseases
1531 Can We Follow Jesus Today?
1532 Don Quixote
1534 How to Test Urine
1535 How to Throw a Party
1536 Facing Death Fearlessly
1538 Rational Sex Code
1542 Who Started World War?
1543 Is War Inevitable?
1544 Against Capital Punishment
1548 Chinese Cook Book
1553 Exercises for Nervousness and Indigestion
1554 Exercises for the Heart
1555 Rules for Success in Business
1556 How Sun Gives Health
1559 Can We Change Human Nature?
1563 Marvels of Sunlight
1565 Catholicism and the Public Schools
1566 How to Conduct Love Affair
1568 Full Text Edison's Scholarship Questionnaire
1569 Boccaccio—Lover of Love

How to Order

Just list titles desired by number. Order at least 20 books and enclose money order, check or currency at rate of 20 books for \$1—minimum order \$1. Add 1c per book to cover carriage, and books will be shipped prepaid. (Add 10c to personal check. It is best to remit by cash, postal money order or unused U. S. stamps.) No C. O. D. Canadian and foreign price, 7c. per book, delivered, Canada or foreign must remit by international postal money order.

[Each order for \$1 or more entitles you to a trial subscription to The American Freeman, at no extra cost, if you ask for it. This is the growing questions and answers magazine.]

Use This Simple Order Form For Popular Copyrights

HALDEMAN-JULIUS PUBLICATIONS,
Dept. A-218, Girard, Kansas.

Enclosed please find \$_____ which is payment at the rate of 20 books for \$1 for the following popular copyrights which I have listed by number on the lines below. (Add 1c per book for carriage.)

Name.....
Address.....
City.....State.....

Haldeman-Julius Publications, Dept. A-218, Girard, Kansas

“**MY TELEPHONE CONNECTS WITH
19,000,000* OTHERS**

and so does yours”



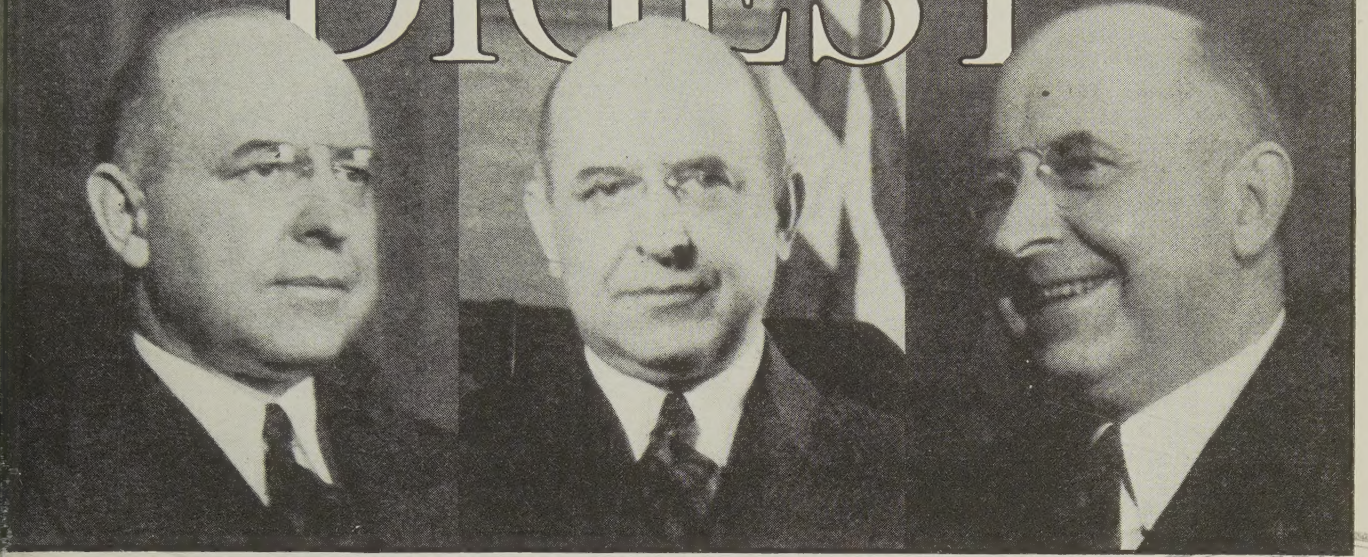
You buy contacts with many people when you buy Bell Telephone service. Your own particular telephone can be connected to practically any other telephone in the United States and to 93% of all the telephones in the whole world. You can use as much or as little of this service as you want, any time and at low cost.

BELL TELEPHONE SYSTEM

*The figure 19,000,000 is for the United States only. The total becomes 35,000,000 when you add the overseas telephone connections of the Bell System.

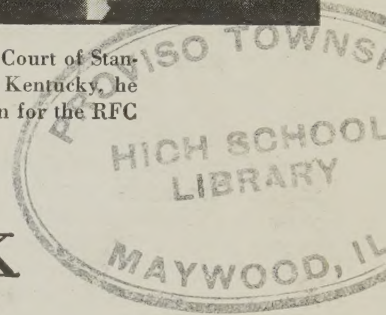


Literary DIGEST



GENERAL APPROVAL greeted President Roosevelt's appointment to the Supreme Court of Stanley Reed, shown in three poses above. A quiet, hard-working lawyer's lawyer from Kentucky, he had been selected by Hoover as general counsel for the Federal Farm Board, and then for the RFC

Story of a Week



THE OTHER DAY Corporation Counsel Barnet Hodes of Chicago pored over musty ordinances still in effect in his city. "Some of these laws are cockeyed," he concluded, and started work on a new code which soon will be submitted to Chicago's aldermen for approval.

"We go on putting new ordinances on the books year after year," he told the *Chicago Daily News*. "It's time we took some of the silly ones off. We intend to make the Chicago code a model for the country, free from outmoded regulations."

Among other things, the revised code will make it lawful for a man to hitch his horse to a tree, to drive cattle through downtown streets at night, and to borrow a ladder from a fireman. At present anyone doing any of these things can be sent to the hoosegow.

Under the new code, observes the *Chicago Tribune*, "bathing beauties who don't like to wear a blouse and bloomers on Chicago's beaches may sun themselves in streamlined bathing suits legally as well as charmingly this summer." The bathing suit provision will supplant an ordinance of the '90s which set bloomers and blouses as minimum requirements of maidenly modesty.

"Many persons," said Mr. Hodes, "have been violating that law for years. They don't even know it exists. Anyone who wants to protest the change may do so at a council meeting."

ROBES for Reed

A year ago, when President Roosevelt introduced his proposal to enlarge the

Supreme Court, the average age of the justices was nearly 72. The appointment of 51-year-old Hugo L. Black last August to succeed 78-year-old Willis Van Devanter, who retired, brought the average age down to 69. The other day, the President appointed 53-year-old Solicitor General Stanley Reed to succeed the retiring 75-year-old George Sutherland, and thereby further lowered the average age to 66.

Last September, in an NBC broadcast, the new justice explained his interpretation of the Constitution:

"The Constitution has proved itself beyond dispute. But the need for courage and largeness of vision in its use and application remains. For these are now, as in the past, the surest guaranties of its enduring vitality. May we be wise enough to find in its generous grants of power the means to achieve our ideals of social justice."

"It is almost certain," said the *New York Post*, "that Reed will find a common bond with Justices Brandeis, Stone, Cardozo, and Black—giving the court, for the first time since Andrew Jackson's day, a clear liberal majority." That opinion was general, in and out of the press, in all parts of the country.

THIS WEEK

Cover of Secretary Hull in candid color by Coplan (see page 4)

<i>Story of a Week</i>	3
<i>Germany's Girl Power</i>	10
<i>Wall Street vs. Washington</i>	12
<i>Reading Around the World</i>	14
<i>Topics in the News (Business, Science, Religion, Movies, Music)</i>	20
<i>For the Record</i>	23
<i>Topics in Brief</i>	23
<i>The Spice of Life</i>	24

LITERARY DIGEST receives special news service from United Press

Mr. Reed is no stranger to the eight other justices. As Solicitor General since 1935, he argued before them most of the constitutional tests of the laws constituting the New Deal. He lost on NRA and AAA, but won on TVA, NLRB, PWA power loans, the Railway Labor Act, the Public Utility Holding Company Act, and two gold cases.

In Congress, reaction to the appointment was enthusiastic. "A fitting climax to a distinguished career," said Senate Majority Leader Barkley of Kentucky. "An excellent lawyer, who will make a good judge," added Senator Minton of Indiana, often rumored to be slated for the high bench himself. Senator Burke of Nebraska placed Mr. Reed "in the same class in which I place myself—a progressive conservative."

HULL hears a protest

AS AMERICAN Ambassador to Germany, a post which he recently resigned, William E. Dodd often was caustic about the Nazi regime. At a dinner the other night in New York he gave his reasons.

Hitler, he declared, "was and is now more absolute" in ruling, than "any medieval emperor of Germany had ever been. . . . All the world knows how he denied religious, personal and press freedom, how universities and schools were put under party control, and how almost as many personal opponents were killed in five years as Charles II had executed in twenty years of the 17th century."

Next day, Hans Dieckhoff, German Ambassador to the United States, called on Secretary Hull (see cover) and lodged

an informal protest against what the Deutsches Nachrichtenburo, semi-official German news agency, described as Mr. Dodd's "insulting references to Germany and the Fuehrer."

Mr. Hull, said the United Press, "reminded the German envoy the right of free speech was observed in this country, that Dodd was now a private citizen and that the government did not have the power to censor his remarks."

BUSINESS at White House

"WE HAVE HAD an interesting and instructive talk with the President. All of us agree that we have a better understanding of each other's problems, out of which we are sure will come closer cooperation in meeting the difficulties of the moment."

So spoke Alfred P. Sloan, Jr., chairman of General Motors Corporation, after he and four other industrialists concluded an interview with President Roosevelt the other day. In addition to Mr. Sloan, the conferees were Ernest T. Weir, chairman of the National Steel Corporation; Lewis H. Brown, president of Johns-Manville Corporation; M. W. Clement, president of the Pennsylvania Railroad; Colby M. Chester, chairman of both the General Foods Corporation and the National Association of Manufacturers; and Donald R. Richberg, former NRA administrator.

"We . . . discussed the seriousness of the economic and industrial situation in the country. The group . . . was impressed with the desirability . . . of working out with the administration a definite

program of action by business, government and labor."

So spoke John L. Lewis, chairman of the Committee for Industrial Organization, after he and five others concluded an interview with President Roosevelt a few days later.

But these two conferences between President Roosevelt and industrialists, economists and labor leaders were merely preliminaries to two meetings held last week. Then forty-six prominent business men trooped through the White House door on Thursday and eight more on Friday.

When the forty-six in the first group, all members of Secretary of Commerce Roper's Business Advisory Council, gathered in Washington to meet the President, they brought into one fold a cross-section of American industry: glass, steel, food, rubber, lumber, railroad and banking executives. But uppermost on their minds was one topic: the recession and how to end it. They came to discuss housing, stimulation to the heavy goods industries, tax revision and other methods.

Of the eight automobile men who came to Washington next, four were leaders of the industry: Walter P. Chrysler, chairman of the Chrysler Corporation; Ed. Ford, president of the Ford Motor Company; W. S. Knudsen, president of General Motors Corporation, and Alva Macauley, president of the Packard Motor Company. The others were heads of the four big automobile financing companies. They came to examine problems of their industry such as unemployment, heavy inventories and the financing of automobile purchases.

Meantime in Philadelphia last week

CURRENT OPINION: Will government-business conferences help to end the recession?

THE PRESIDENT'S conferences with business men should result in better understanding between government and business. If, as a result of better understanding, a constructive program is adopted which must include (1) segregation of capital gains from regular income so that they can be taxed at a flat rate of moderate proportions, (2) substantial modification of surplus profits tax, and (3) a rebuilding of confidence in the soundness and fairness of business leadership, the recession will soon be a thing of the past.—*Paul G. Hoffman, president, Studebaker Corporation**

I do not expect the President's conference with business men to prove important in ending the depression. Lack of confidence is widespread and beyond the control of these business men. The administration does not inspire confidence and apparently does not recognize the economics of the

situation.—*Walter E. Spahr, professor of economics, New York University**

The pleasant conference between the President and the five big-shot industrialists is a step in the right direction. It's a hard job, but it's not an impossible one. And the President, plus the particular men who made the start, are about the best equipped people in the country to do it.—*Hugh S. Johnson, in his syndicated column*

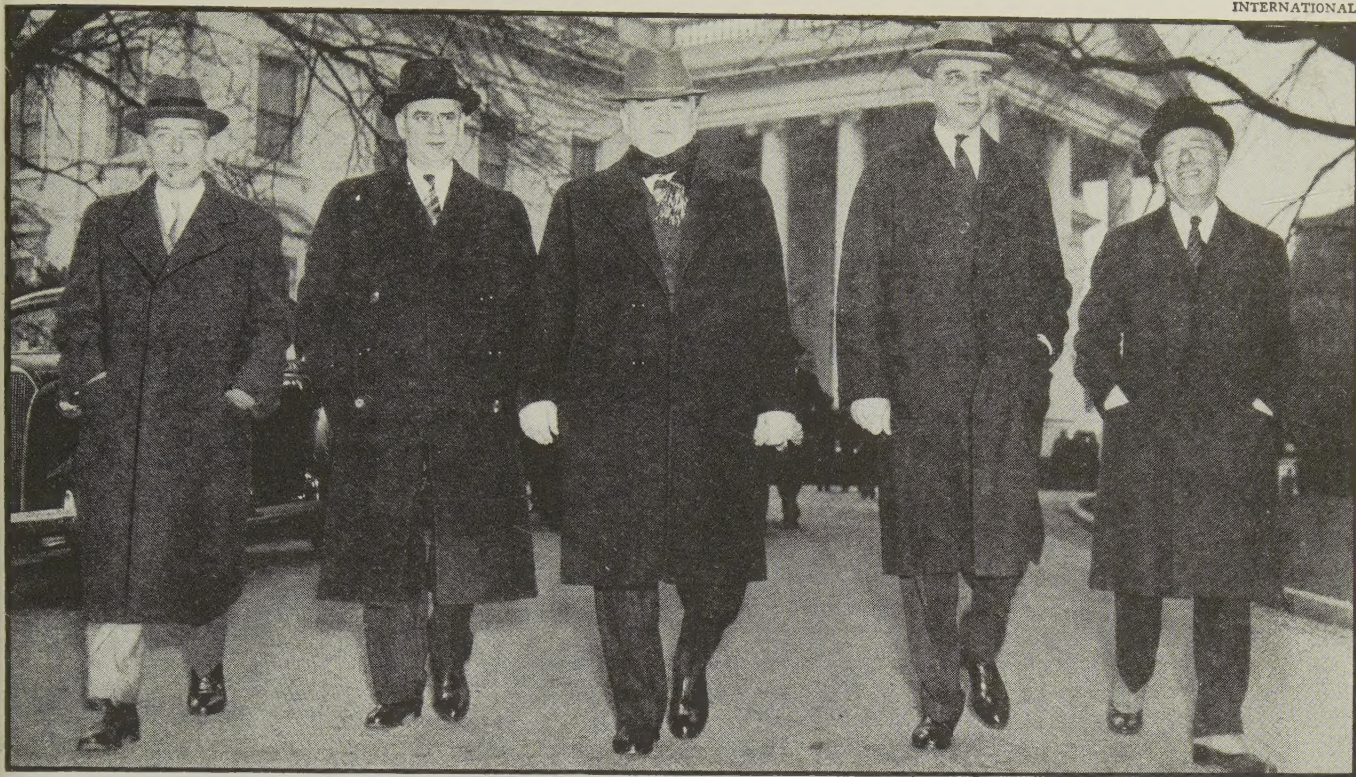
If the meetings between business men, leaders of labor, and the President result in great cooperative action for the improvement of business and increased employment, then these meetings will prove of inestimable value to the nation. As a whole, American industrial leaders are very sincere but can only believe in the sincerity of the federal administration when they see tangible evidence of cooperation. The intemperate phrases of Secretary

Ickes still ring in our ears.—*Harper Sibley, former president, U. S. Chamber of Commerce**

Since the old pump-priming stuff won't work, Roosevelt must do something different. The only new course open is cooperation with business. This can start recovery. Therefore concrete steps to stop the recession are probable through these conferences.—*Lewis H. Haney, economist at New York University**

The result of these business conferences depends largely on the degree of understanding by the President and business of what caused this recession. Their apparent agreement regarding tax reforms is hopeful, but what is most needed is immediate attention to the monetary character of the recession. We need especially to restore the billion-dollar loss of deposit currency in 1937 and by legislation to safeguard against such collapses.—*Irving Fisher, professor of economics, Yale University**

*Exclusive to the LITERARY DIGEST



NO LAUGHING MATTER: Serious business brought these gentlemen—(from left to right) A. A. Berle, former member of the Brain Trust; Philip Murray, Chairman of the C.I.O. Steel Workers Organizing Committee; John L. Lewis, head of the C.I.O.; Owen D. Young, Chairman of the Board of the General Electric Company; and Thomas W. Lamont, Morgan partner,—to the White House

prior to President Roosevelt's conferences—Thomas W. Lamont denied that capital had "gone on a strike," as had been charged by Secretary Ickes. He also blamed the administration for "pampering" its citizens. "Would it not be nearer the mark to say not that capital was on strike, but that it had been locked out?" He declared that much of the business recession arose from "bewilderment and loss of confidence."

TAXLESS homes

BEFORE the Mississippi legislature convened for its regular session the other day, Governor Hugh White, millionaire lumberman and leader of a campaign to bring new industries into his state, promised an "astounding" surprise that would be "headlined" in the nation's press. He fulfilled his promise.

His astounding proposal was that Mississippi homes be relieved of every cent of taxation. "If it lay within my power to do so," he said, "I would forever separate these two words—taxes and homes."

If carried out by a proposed constitutional amendment, this plan would save Mississippi home owners an estimated \$7,500,000 a year. They now pay an average of half a cent per year on every dollar's worth of property.

Such a step, Governor White told the legislature, "will bring more security, more contentment and more peace of mind to our people than anything else

which you could do." Moreover, "it would also be a beacon light to the people beyond our borders, inviting the thoughtful and prudent among them to come here and live their lives in tax-free homes."

"If you can put it over," ex-Governor Tom Taylor of Arkansas assured Governor White, "it will be a master stroke and other states will soon be following Mississippi's example. It will do more to put your state in the limelight than anything ever attempted."

The Jackson *Daily News* praised the "boldest stroke ever set forth in an executive document in this state," and added: "Mississippi is one of the few states in the Union that has its financial affairs in such splendid shape [with a \$5,000,000 surplus] that it is possible to abolish taxes on homesteads."

Most Mississippi newspapers agree: "It is a great idea," said the *Biloxi Herald*. The *Columbus Commercial Dispatch* declared that "tax-free homes sounds like Utopia, but it is possible in Mississippi." Only the *McComb Journal* thought that "it isn't as simple as it seems," and asked: "What taxable property would take the place of homes which are taken off the tax-list?"

"ELIZA" Dubinsky

THIRTY YEARS ago, a fifteen-year old Jewish boy named David Dubinsky led and won a bakers' strike in Lodz, Poland, against his father's bakery. A few

years later, he was exiled to Siberia for making an incendiary speech. In 1911 he came to America, entered the International Ladies' Garment Workers' Union, and by 1932 had risen to its presidency.

Two years ago he led his union, with its quarter of a million members, into the C. I. O., to which the I. L. G. W. U. has since contributed \$400,000. He was originally a Socialist, became a presidential elector on the Democratic ticket in 1936, and is now in the American Labor Party.

"Dubinsky is a shrewd politician, a hard bargainer, as tough as he is honest," wrote Benjamin Stolberg, labor authority, in the *Scripps-Howard* newspapers recently. "In the C. I. O. he is not very active, except in a crisis. Then his strategic position [of being on good terms with both C. I. O. and A. F. of L.] gives him considerable power."

The next day, Dubinsky became "very active." There was a crisis, which he precipitated himself. Calling himself "a real representative of the rank and file" of both labor factions, he declared that "peace will ultimately have to be established" between the A. F. of L. and the C. I. O. He pleaded for resumption of the peace negotiations, which broke up last December.

The blame for breakdown of the negotiations he placed squarely on the C. I. O.

Whereupon John L. Lewis, C. I. O. chairman, declared that "Mr. Dubinsky, whom I esteem highly, seems to be giving an imitation of Eliza crossing the ice and looking backward like Lot's wife."

"Eliza crossing the ice may not have had a very pleasant journey," said Mr. Dubinsky, but "she had to make that trip getting away from a none-too-kind overseer." He insisted that the "laboring



OFFERS TO SELL: Wendell L. Willkie, president of Commonwealth and Southern, one of the three largest utility holding companies in the nation, asks competing TVA, owned by the government, to take over his properties

masses of America are hungering and praying for peace, and it is my belief, Mr. Lewis' wisecracking to the contrary notwithstanding, that they will not be denied such peace for long."

William Green, president of the A. F. of L., was "happy to know that leaders of splendid unions, misled as they were [into joining the C. I. O.], are chafing under autocratic restraint. I believe that they will win the fight . . . for a united, aggressive labor movement."

NO RECESSION in Louisiana

AT 5 A.M. one summer morning in 1935, Richard W. Leche, 250-pound judge of the Louisiana Court of Appeals, went to the telephone. He heard Senator Huey Long say, "Dick, you've got to run for governor."

"Oh no, not me, Huey," replied Mr. Leche. "Get somebody else." But the Kingfish refused to get anyone else. A few months later, after Senator Long's assassination, Dick Leche finally consented to run. He was elected by the largest majority in Louisiana history.

Abandoning Long's "soak-the-rich" policy, he adopted the program of freeing

industry from governmental molestation. His slogan became: "If Louisiana takes care of industry, industry will take care of Louisiana." He also announced a drive to attract new industries to his state. Some days ago, in a speech over the Columbia Broadcasting System, he rejoiced that, because of his program, there is no business recession in Louisiana.

In November, 1936, said Governor Leche, the keystone of his plan was laid by adoption of a constitutional amendment which, for ten years, exempted all new companies entering the state and old ones expanding their plants from the nine-tenths per cent property tax. "From then on," he said, "our industrial program became a snowball, gaining volume and girth as every month rolled by."

In the past year, he declared, "we have welcomed more than eighty-six new plants with a total investment of \$47,000,000. Construction of these plants is providing employment for more than 10,000 workmen. When the plants are in operation, they will put an estimated 15,000 men and women on pay rolls. These pay rolls will in turn put approximately \$25,000,000 into circulation in Louisiana annually."

Said Governor Leche last week in a

statement to the LITERARY DIGEST: "Capital and industry elsewhere in the United States are on a sit-down strike because of the heavy burdens imposed upon them, except in Louisiana. That is because we play fair with business. The depression is taking a big licking in Louisiana." Business indexes in his state, such as electric power consumption, retail sales, and bank deposits, are "climbing rapidly."

"Unemployment," he said, "is rapidly fading before the advance of expanding construction and humming of factories."

Louisiana's editors are firmly behind their Governor. Says the *Shreveport Times*: "Governor Leche has led the state into one of the greatest industrial expansion eras in its history." The *Baton Rouge State Times*, pointing to \$21,000,000 of investment agreed to for Baton Rouge, declared that "none of these improvements would have come without the sponsorship of our Governor."

DEATH for holding companies

FOR EIGHT WEEKS, a memorandum by Wendell L. Willkie, president of the Commonwealth and Southern Corporation, a utility holding company, lay on President Roosevelt's desk, unanswered.

It suggested that the New Deal modify the death-sentence clause of the 1935 Public Utility Holding Company Act. (The clause provides that the Securities and Exchange Commission begin eliminating holding companies from utilities' capital structures. The SEC is not enforcing the clause until the Supreme Court, in the *Electric Bond and Share* case, determines whether the Act is constitutional.)

Suddenly, the President answered the memorandum at a press conference the other day. He agreed that "the greatest immediate requirement of the industry is a large inflow of common capital." But he insisted that such capital flow into utility operating companies and not into utility holding companies.

To utility operating companies he gave a clean bill of health. But to holding companies he offered no hope. The administration, he declared, would not favor modifying the death-sentence clause. He could not, he said, condone a four-inch tail (holding companies) wagging a ninety-six inch dog (operating companies). Muttered Paul Leach of the *Chicago Daily News*: "He's cutting off the tail right behind the ears."

Why have any holding companies at all? Roosevelt asked. He said his ultimate aim was to abolish not merely utility holding companies, but all holding companies. In particular, he criticized bank holding companies, which, he feared were wiping out the small independent bank.

The next day Wendell Willkie, "as a last resort in a desperate situation," asked that the Commonwealth and Southern properties in the Tennessee Valley "be purchased in their entirety by the federal

HOLDING COMPANIES: Reaction pro and con to Roosevelt's demand that they be abolished

TO DECREE extermination of all holding companies regardless of character is comparable to the purges of certain European dictatorships. Many centrally controlled systems perform invaluable service to the American public by improving standards of living and lowering costs to consumers.—*Arthur J. Morris, president, Industrial Finance Corp.*

I agree with the President. Holding companies could be done away with without any harm to anybody.—*Representative Otha D. Wearin (Iowa)*

Wherever holding companies represent little more than financial manipulation, they are undoubtedly unsound and ought to be policed. But to condemn all holding companies indiscriminately is to threaten a large section of useful American business.—*Senator Arthur H. Vandenberg (Mich.)*

The holding company record is bad. Whether all holding companies can be abolished is a question, but very drastic things can be done.—*Milwaukee Journal*

I never could see any justification for holding companies.—*Senator Robert J. Bulkley (Ohio)*

The press reports that "the President gave the operating utilities a clean bill of financial health." He ought to realize that this financial health so far as 60 per cent of the industry is concerned is due solely to the money raised by the holding companies.—*C. W. Kellogg, president, Edison Electric Institute*

There certainly should not be any punitive measures against sound, honest companies.—*Senator J. Hamilton Lewis (Ill.)*

Holding companies should be abolished without delay.—*Senator George W. Norris (Nebr.)*

I don't see the necessity for eliminating holding companies. It looks very much as if this would be another encroachment on states' rights.—*Senator John H. Bankhead (Ala.)*

The attack on the holding company monstrosities of the 1920's, many of which proved so vulnerable in the crash of 1929-32, should stand out as one of the New Deal's worthy achievements.—*Springfield Republican*

I am opposed to the purchase of the holdings of these operating utilities by the federal government because it means the beginning of outright government ownership of the electrical utilities of the whole United States and ultimately the railroads, telegraph and telephone companies. That means state socialism and the destruction of democracy.—*Representative Andrew J. May (Ky.)*

government." "Over 200,000 have invested their money in the securities" of this holding company, he said, and added that the President's stand would "destroy the major portion of their investment."

At a later press conference, held last week, the President said it would be silly to give a dictionary definition of a holding company and gave interviewers the impression that he had modified his previous demand for abolition of all such companies. Comments printed elsewhere in this issue, however, are based on his attitude as originally reported.

DRIFTING scientists

LAST MAY four Russian scientists—Papanin, Krenkel, Shirshov and Fedorov—alighted from an airplane 15 miles from the North Pole and set up camp on a drifting ice floe, ten feet thick and about a mile and a quarter in diameter. They planned to spend a year making meteorological records for an area that some day may become an air route connecting the Old World and the New.

Since their arrival they have drifted more than 1000 miles with the current. "On the whole our daily life is well arranged," Papanin recently radioed the Moscow *Pravda*. "Our black tent is rather crowded, but convenient. We live on con-

centrated foods, bouillons, soups, jellies and meat powders."

"Our ice floe," wired Shirshov, "is big enough for a small town."

Nearly every day the adventurers radioed terse weather reports—which, incidentally, were printed in the London *Times* under the casual heading: "Polar

WIDE WORLD



FIGHTING FIRE with fire. When the union placed a picket in front of her shop, an enterprising business woman in St. Louis hired a buxom colored "bride" to march beside the picket with a sign "Just Married"

Region." Their messages said nothing of their personal peril. Recently, however, there was a sudden change in radio flashes from the "Polar Region." Danger ahead! The floe was drifting rapidly into warmer southern waters and might soon crack up.

When word of the scientists' plight reached Moscow, Professor Otto Schmidt, Arctic explorer who planned the expedition, became alarmed. He ordered planes and ice-breakers, which were to have brought back the men next April, to set out immediately for the rescue.

"The position of the Russians is now perilous," said the London *Times*. "They have no ship and in the tumbled mass of grinding floes that sweeps down the wild coast of east Greenland escape for the scientists would be all but miraculous."

The New York *Times*, however, took a more hopeful view. "If concern is felt for these extraordinary Soviet scientists, there is also the assurance that they belong to the most experienced Arctic organization that the world has ever seen," it said. "A man of Professor Schmidt's resourcefulness—a man who has saved himself in far more trying situations than the one in which the drifters now find themselves—should know how to bring to a happy termination the daring enterprise which he began so auspiciously."

"CHINA for the Japanese"

LAST WEEK Japan severed diplomatic relations with China. In an official announcement to the press, the Japanese cabinet inaugurated a new policy which aims to uproot Chinese nationalism and set up a new pro-Japanese regime in China to displace the anti-Japanese government of Generalissimo Chiang Kai-shek.

The Japanese government announced itself willing to "coöperate fully" with a new regime of its liking "for the adjustment of Sino-Japanese relations and the building up of a rejuvenated China."

This official re-statement of policy came after an imperial conference—the fourth of its kind in modern history—had been held in Tokyo. The extraordinary meeting was called following China's rejection of peace terms which Japan had offered late last December. Details of these terms were disclosed last week in a cable from Shanghai by Reginald Sweetland of the Chicago *Daily News*:

"1. Conclusion of a Sino-Japanese economic agreement granting Japan participation in China's natural resources, customs, communications and transport.

"2. China's adherence to the anti-communist pact signed between Japan, Germany, and Italy.

"3. Japan's right to station permanent Japanese garrisons in China.

"4. Creation of demilitarized zones in China."

To the Kansas City *Star*, which expressed a viewpoint widespread in the United States, these terms seemed to

amount to a policy of "China for the Japanese."

Scanning the future, Admiral Nobumasa Suetsugu, Japan's Home Minister, warned: "The people of Japan must realize the new situation and prepare to make sacrifices for the sake of the empire and East Asia. Internally many issues arise in connection with finance, economy and the people's livelihood. Externally, the question of Soviet assistance to China may develop. We must prepare ourselves spiritually and materially."

It then appeared that the hosts of Nippon were facing difficulties in the North China battle area. The Hankow, China, journal, *Hsin Hua Jih Pao*, reported Chinese victories in the north under the aegis of China's former communist forces who are adept at guerrilla tactics. Long dispatches told that these troops had captured Japanese armored cars, turned them around, and used them against their former owners in a successful series of sallies against Japanese positions near Tientsin, the first Chinese city captured by Japan after the outbreak of hostilities last July.

PADLOCKS in Quebec

SOME WEEKS ago, Quebec provincial police descended on the office of *La Clarté*, leftist newspaper, seized books, proofs, letters, and other documents and padlocked the premises. Next they raided the home of Jean Peron, the editor, and carried off his books and papers. The other day they entered offices of the Friends of the Soviet Union and snatched every scrap of printed matter in the place.

"This is only the beginning of our activities," warned 47-year-old Maurice Duplessis, conservative Premier of Quebec Province, when Canadian liberals roared protests.

The raids were made under the Padlock Act, passed by the Quebec legislature last spring to combat communistic propaganda. That act makes it illegal for anyone owning or occupying a building "to use it, or allow any person to make use of it, to propagate communism or bolshevism." Violation may result in imprisonment up to three years and in the closing of the building "for not more than one year."

The law is under vigorous attack from such bodies as the Civil Liberties Union, the Montreal Presbytery of the United Churches of Canada and the Coöperative Commonwealth Federation. R. F. L. Calder, King's Counsel,

former Crown Attorney and special prosecutor for the Canadian Federal Government, has offered to defend gratis anyone accused under the law.

"This padlock law kills the foundation of the British Constitution," the Montreal *Gazette* quotes him as saying. He noted that, under the act, the attorney-general may order a house closed on "satisfactory proof." "But what is 'satisfactory proof'?" he asked. "In the law no definition of communism is given, so who knows whether there is satisfactory proof?"

But Premier Duplessis, foe of radicalism, remained obdurate. "The government is firmly decided to maintain this law and apply it more than ever," he told the Canadian Press. "Those who sign petitions requesting its repeal are playing the game of communism and their action will have no results."

The Premier, a lawyer, was elected last year in a campaign in which the slogan, paradoxically, was "end government by lawyers." He is five feet, eight inches tall, has black, piercing eyes and thick chestnut hair. Elected to the Assembly ten years ago, he is a witty conversationalist and a good mixer, but a sarcastic adversary in debate.

"GIBRALTAR" of Far East

THE PIN-SIZED British island of Singapore won its place on the first page of William Randolph Hearst's paper some days ago when Robert G. Nixon in a copyrighted story by International News Service announced: "The world's two greatest naval powers—the United States and Great Britain—will stage a joint naval demonstration at Singapore."

STRATEGICALLY located where it commands the passage between the Indian and Pacific Oceans, the naval base at Singapore would enable the British to defend India in case of attacks from the east, intercept hostile vessels southbound for Australia, or with America's aid, effectively blockade Japan.

LITERARY DIGEST MAP BY R. FOSTER WORTHLEY



LITERARY DIGEST



SINGAPORE, on the southern end of the Malay Peninsula, long an important commercial and shipping center, is the site of Britain's great naval base which will be formally opened on February 14 with three American cruisers attending the ceremonies. The photograph shows the crescent of Singapore's boat quay alive with Malay craft and lined with brightly colored native houses

Britain's new 'Gibraltar' of the Far East, the second week in February.

"The parade of naval might is considered a direct challenge to Japan to tread warily henceforth where American and British rights in China are concerned." America's part in the parade will be a small one. With President Roosevelt's O.K., the Navy Department ordered the eight cruisers *Trenton*, *Milwaukee* and *Memphis* to proceed to Singapore as a gesture of moral coöperation with Britain. Dutch warships from the near-by Dutch East Indies also will be present.

Lying off the southern extremity of the Malay Peninsula, Singapore is a strategic haven for Britain's Far Eastern warships, and a key point along the imperial lifeline which stretches east and west from Australia to India, and north and south from Hong Kong to New Zealand.

On February 14, the world's largest naval dry dock will be opened, thus completing the ten-year job that has gone to make Singapore as "impregnable" as Gibraltar. The new dry dock is so large that if the *Queen Mary*, the largest ship afloat, were placed upon it, there still would be room to spare.

Singapore also possesses the third largest floating dock in the world, capable of lifting a 50,000-ton battleship bodily out of the water. The dock was towed section by section by tugs from Scotland to Singapore—halfway around the world.

Enough fuel—1,250,000 tons—for six months of normal fleet operations in the China Sea is stored on Singapore today. An adjacent fort—Changi—has guns

which are said to have an effective firing range of over 30 miles. The islands about Singapore are also equipped with smaller guns. Singapore is thus prepared for any emergency.

Ten years ago the new naval base was a desolate swamp filled with rubber trees and mangrove. Today it has become the center of the world's newest and possibly its greatest naval base.

PEOPLE OF A WEEK

Marriages—*Randolph Apperson Hearst*, son of William Randolph Hearst, the publisher, of San Simeon, California, and *Miss Catherine Wood Campbell*, Atlanta, Georgia, social light. . . . *Miss Martha Davidge*, a granddaughter of the late John W. Weeks, Secretary of War in the Harding and Coolidge cabinets, and *Mark Sullivan, Jr.*, son of the author and publicist. . . . *Field Marshal Werner von Blomberg*, German War Minister, who will be sixty years old in September, and *Fraulein Gruhn*, of Hanover. She is reported to be in her late twenties. Great secrecy surrounded the event and only two-line press notices were allowed in newspapers throughout the Reich. Chancellor Adolf Hitler and Colonel General Hermann Goering, Premier of Prussia, who celebrated his forty-fifth birthday the following day, were the only witnesses at the ceremony. Marshal von Blomberg had five children by his first marriage. His wife died in 1932.

Birthday—*David Lloyd George*, Eng-

land's war-time Prime Minister, his seventy-fifth. The "Welsh Wizard," who led the British to victory in the World War, has been out of office for the last fifteen years. Physically he is still the same pink and plump little man with the flowing white mane. Now he is on holiday—writing a book on the peace treaties which he helped create in 1919.

Retirement—*Frank B. Noyes*, newspaper publisher, as president of the Associated Press, effective in April. Mr. Noyes, who also is president of the Washington (D.C.) *Star*, was one of the founders of the coöperative news-gathering organization in 1893 and has been its president through the last thirty-eight years. "I feel that I've done my job," he said, "and I've got seventy-five very good reasons for wanting to turn it over to a younger man." Mr. Noyes will be seventy-five years old July 7.

Deaths—*Albert Ottinger*, 59, Attorney General of New York State from 1925 until 1928, when, as Republican candidate for Governor, he lost to Franklin D. Roosevelt by 25,564 votes. . . . *Professor Otto Warburg*, 78, president of the World Zionist Organization from 1911 to 1920, and a distant relative of the late Felix M. Warburg, banker-philanthropist. . . . *Juan de la Cierva*, 74, father of the inventor of the autogyro, several times Governor of Madrid under the Spanish monarchy, prominent Cabinet Minister and Minister of Justice under King Alfonso XIII until the advent of the Spanish Republic in 1931. . . . *Clement C. Dickinson*, 88, for 21 years Representative in Congress from Missouri, who was the oldest member in Congress when he retired January 1, 1935. . . . *Mrs. Bernard M. Baruch*, 65, philanthropist, wife of the New York financier.



1—REGIMENTATION of young German women according to the nazi *hausfrau* ideal is carried on in the Women's Labor Camps that are spread throughout Germany. By March, 600 camps will be established, with accommodations for 25,000 girls. Not yet compulsory for all girls (as is the Labor Service for their brothers), it is compulsory for all who want to go to college. The work is chiefly . . .

BITTNER



Germany's

2— . . . HELPING THE MOTHERS in poorer families. In the farming districts, the girls work in the fields as well as in the kitchens and laundry, as the photograph on this page show. Forty girls to a camp is the usual number, and from 5 A.M. to bedtime at 9, their schedule is a strenuous one. Their leaders are trained in agriculture, culture, domestic management, teaching, and social work.

VON HAUSBERG





4—BACK TO THE NURSERY is a nazi slogan, and to provide the means for training these girls in the care of children, kindergartens are attached to some of the camps, and the supervising of the older children is part of the job as well. The girls below are ready to start off on their bicycles at 7 in the morning for the 7-hour shift of duty to which they have been assigned

WESKAMP

Girl Power

3—GIRLS OF ALL CLASSES from the highest circles to the lowest join in hard manual labor for the six months' term, during which they are trained not only in domestic work, but in camping too, so that they will make good settlers either at home or abroad in German colonies. The girl below is learning about the domestic situation of factory workers in an industrial center

BITTNER





POLES APART are Charles R. Gay (left), president of the New York Stock Exchange, and William O. Douglas, chairman of the SEC. Mr. Gay represents self-regulation in business; Mr. Douglas, government regulation. Will they get together?

Wall Street vs. Washington

EVERY BUSINESS MAN in America—from the corner of Broad and Wall Streets to the general store at the forks of the creek—when he tries to figure out what 1938 will bring, must start not far from the drama now being acted out by a dignified urbane Brooklynite of 62 and a lanky westerner of 39 with tousled sandy hair and a habit of twisting in his chair and slouching on his spine.

The two are Charles R. Gay, president of the New York Stock Exchange, and William O. Douglas, chairman of the federal Securities and Exchange Commission.

They know each other well and get along congenially. But they represent opposite poles in business—self-regulation as against government regulation—and the adjustment they work out between them is vitally important to the whole country. Until that is settled, investors are likely to keep holding back their money, and trade is likely to be anemic and jittery.

The same words often mean different things to the two men. Mr. Douglas believes in "conservative standards of finance—no monkey business." He says "we seek to maintain a free market, not a fixed market." Mr. Gay couldn't have put that more concisely himself. Mr. Douglas says the SEC should be guided by "those standards that the best elements in business and finance adopt for themselves without the intervention of the government." And he might well have

been pointing at Mr. Gay as his example.

The president of the Exchange has seen Wall Street itself correct many practices by which the public has suffered, now sees his committees handling disciplinary matters more promptly than government regulators could, is proud of the traders who make million-dollar deals on their spoken word alone without a pen-scratch to witness them.

On the other hand, Mr. Douglas is no philosophical critic of capitalism. The profit motive is all right with him, too. But he is unencumbered by Wall Street formulas, and he still accuses the market of being run as a gambling casino, dislikes short selling and floor traders, thinks brokers aren't above unloading on their customers, wants the market "tamper-proof, with no concealed springs."

The chairman often speaks of himself as "the investors' advocate." Mr. Gay is, in effect, a customers' man for the Exchange, assigned to improve relations with the country and build up confidence.

The issue between the two has been sharpened by the toboggan slide of prices during the past few months. Which one of them was responsible for that? Aside from underlying economic factors, would the market have been stronger if free from over-regulation or the threat of it? Or would the Exchange be more trustworthy, as Mr. Douglas thinks, if it were less like an exclusive club?

And now, specifically, will the Exchange make itself over according to Douglas

blueprints, or will the government step in and do it by force?

Wall Street to Mr. Gay is the lengthened shadow of his own experience. He sees the Exchange as serving the public welfare, an essential market for securities, with technical machinery functioning almost to perfection. For twenty-six years as a member of the Exchange and a commission broker he has faithfully executed orders for customers. Never has he manipulated or juggled prices. "Neither I nor my firm," he says, "has ever had an interest in any syndicate, pool, or option." He is senior partner of Whitehouse & Co., oldest firm in the Street.

One accomplishment of his, the Street remembers, was to sell half a million shares of Baldwin Locomotive for one customer without breaking the market. It wasn't the task of a day or a week, of course. But he disposed of the stock and the market absorbed it, a superlative feat of judgment and competence. To him a customer is a customer, whether he buys for investment or speculation, so long as he honestly backs up his orders. It is his belief that big, active markets which can take anything offered are the best for all concerned.

"Bill" Douglas on the other hand—and he still is "Bill" to many people—got his start out where someone at every political meeting was bound to go down the line on the skulduggery of Wall Street. He doesn't care whether the market is thin or boiling. He doesn't give a whoop

about speculators. "Our primary concern is with the protection of investors," he says. Investors, he believes, have been "the orphans of our financial economy." Although he doesn't intend to waste time saving the fools from their folly, he insists that "I can't see why stockholders shouldn't get the kind of fair treatment they would get if they were big partners instead of little partners in industry."

HE APPROACHED Wall Street from the angle of the real value behind shares and not with a great interest in the Exchange itself. He saw things from the inside during a two-year apprenticeship in one of the largest Wall Street law firms. He speculated himself—just once—and saw his stock triple in value within a week, then sold it, and saw it plummet back again to where he had bought it. That took his breath, and he hasn't speculated since. But as Sterling Professor of Law at Yale, a prize academic berth, he made an historic study of bankruptcies and corporate reorganizations, and uncovered many a deal which soured him on accepted practices.

"By and large," he reported, "the corporate trustee has been sitting idly by while bondholders have been exploited. . . . And when I speak of corporate trustees, I am speaking about some of the leading banks of the country." An independent fellow, he has no reverence for the aristocratic traditions in whose light Wall Street sees itself.

In the old-fashioned office of the president of the Stock Exchange, seated at a big desk with a bronze bear and bull

flanking the inkwell in front of him and the ticker sputtering out its tape behind him, Mr. Gay looks a part that financiers might envy. For he is a financier with a friendly smile which compensates for his severe rimless spectacles, a financier of animation, warmth, and charm. He is a big solid man, more than six feet tall, broad shouldered, with close-cropped dark gray hair receding from his temples, a man who inspires confidence, whose faith in his institution is unshaken.

He was born in Brooklyn, educated in the public schools and at the Polytechnic Institute of Brooklyn, has remained stubbornly sentimental about his home town. He started as office boy, fifteen hours a day, \$3 a week. He learned business through wholesale coal and insurance and as secretary to a bank, then at the early age of thirty-six obtained his seat on the Exchange.

His life interest has been business. He has been an inconspicuous good citizen, very much a family man, a Republican, a Methodist, a Sunday-school teacher, fond of music, a golfer but not a keen one. He grows flowers devotedly at his country place at Huntington, on Long Island, and really spills over in his enthusiasm for cameras and photography. He has a dozen or more cameras and knows how to shoot them.

Mr. Gay never was of the Bourbon "dynasty." That had much to do with his election as president in May, 1935, when the Exchange wanted to present a sympathetic and democratic front to the public. His election lifted him overnight from his comfortable parochial life into

national prominence. He set to work at once, humanizing the Exchange in its public relations, telling the country all about it. In that endeavor he has traveled more miles than any other president the Exchange ever had and has talked to more people throughout the country than ever in his whole life before.

His younger opponent in this recurring duel between Washington and Wall Street has led a life as varied as his own has been consistently steady. The Douglas legend by this time is well known. He was born in 1898 in the town of Maine, Minnesota, the son of a Presbyterian minister, was left fatherless at six, has made his own way and helped support the family since he first sold papers as a boy in short pants. He grew up in Yakima, Washington, worked his way through Whitman College in Walla Walla and emerged a Phi Beta Kappa, later taught school, then came east to enter law school at Columbia.

He has picked cherries, waited on table, tended furnaces, pitched hay, harvested grain, hoboed half-way across the country on freight trains. He landed in New York first with six cents in his pocket and supported himself as a law-school freshman by drawing up a complete law course for a correspondence school. He returned to New York the second time with his bride and only thirty-five cents. Crises do not appall him. He has a shrewd, whimsical expression on his face, a grim insistence on making his point, a superlative clarity of expression.

He has the power by which to have his way with Wall Street. But Wall Street is still resourceful at remaining much the same, however much it seems to change.

—George Britt

HEART OF AMERICA'S FINANCIAL SYSTEM has long been the New York Stock Exchange. Will our financial capital move from Wall Street to Washington?

INTERNATIONAL



Reading Around the World

a timely digest of the best in print and on the air

WOMEN AT THE WHEEL

broadcast over NBC Blue Network

FROM the very earliest days of the automobile, women have been cast in a rather uncomplimentary role. It is a question whether tradition considers them more dangerous in the back seat or at the wheel. In the former position, they are supposed to have an unusual capacity to rattle the male driver with ill-advised suggestions. In the latter, they are reputed to have the special ability to get into trouble on their own account.

Like many generalizations regarding the sexes, woman's traditional relation to the automobile does not bear very close scrutiny. The question is, however, interesting, just as it is important. There are now almost 40,000,000 drivers in the United States operating, daily, almost 30,000,000 motor cars. Of these drivers, an increasing percentage is women.

Husbands and wives should come to an amicable agreement about back-seat driving. The former should realize that four ears and eyes are better than two and, furthermore, that there is no more uncomfortable feeling in the world than being hurtled along through space entirely restricted from making what appear to be appropriate comments. Wives, in turn, may properly recognize that they are dealing with the most prideful of animals with a hundred-horsepower under his toe, and that more than ordinary tact is indicated.

Husbands who have consistently obnoxious back-seat companions may come to the confident conclusion that they have married a shrew, or the even more likely one that their driving is not so perfect as it might be. But, wives, do not be discouraged if they make the former deduction rather than the latter. Keep up the program for better back-seat driving.

That the average run of back-seat driving is objectionable or hazardous must be predicated on the assumption that the strong male at the wheel has such a sensitive, nervous constitution that he ought, under any cir-

cumstances, to resign his position. For every accident caused by feminine admonitions or warnings from the back seat, I am sure that at least 99 have been avoided.

If I were to rate classes of drivers in accordance with their highway courtesy, I would place professional truck drivers first, the average woman driver second, and the average man driver third.

In general, I welcome and admire the woman driver. She may steal my parking place, she may delay me at a green signal while she powders her nose. But, whether in my own car or at the wheel of the one coming down the road, she is a very good highway companion.—*Dr. Miller McClintock, chief executive, Traffic Audit Bureau*

JAP BOMBER'S STORY

from "Asia"

TIME: early in the morning of the fifteenth of August. The order came to us casually enough. There was no blare of trumpets about it—the order to wing over a great sea and bomb Nanking! To all of us, though, it brought with it a thrill of a lifetime—the kind millions of mortals dream about for a hundred years without coming within hailing distance of it.

All the details of the expedition had been gone over carefully before. No need for

further instructions. Turning to the men, I indicated the routes and the method of bombing and a few other matters. Then I turned to the Commandant: "Yoroshii—All's well and ready."

"Kakare!—Carry on!"

Like a lot of grasshoppers answering an identical electric shock, the men climbed into the great winged magic ships full freighted with the destiny of Nippon and of eastern Asia.

Engines tuned sweetly behind smooth-humming propellers. One by one the great bombers took to the air, mine leading the procession. Up in the air, each machine fell into its station in perfect formation and headed out to sea.

Long before we gained the sky of Nanking, our enemies must have had the advance news of our coming. The barking of anti-aircraft guns from all the innumerable batteries atop the hills guarding the ancient city greeted us, those on the Purple Golden Hill leading the tumultuous chorus.

The city lay under heavily banked clouds which smothered it. We flew very low to locate our targets accurately. We had to make every bomb count: it cost money; plenty of it—the money of our taxpaying farmers who earn it in no easy manner. We couldn't afford to waste a single bomb on anything but a powerful military establishment of our enemy.

So we circled over the city, over and over, through the constant and persistent showers of innumerable anti-aircraft batteries. Many of them were located within the city walls, in the heart of the city. And, as we circled lower and lower, we saw astonishing numbers of people of the city of Nanking, men, women and children in their frantic dash for the shelters. And we saw them struck down by the shots of their own anti-aircraft guns aimed at us at first, but which came down upon them in a shower of shots.

Finally, we made doubly, trebly sure of the location of our objective. The Ta-chio-chang airdrome was an impressive sight—beautifully laid out with its up-to-the-minute equipment.

THIS WEEK

Women at the Wheel *NBC Blue Network*

Jap Bomber's Story *Asia*

Seal Island *Photo-Facts*

White House "Missy" *The Saturday Evening Post*

Underground Forts *Through Turbulent Years*

Government Art? *The Art News*

Puppy-Love Problem *Parents' Magazine*

The Next Great Plague to Go

TODAY syphilis is causing more misery of mind and body than any other preventable disease. Five hundred thousand new cases are reported under treatment by physicians each year. Hundreds of thousands of other cases never receive proper medical care.

Most new cases can be cured—completely cured—*provided* correct treatment is started immediately. Why then does syphilis wreck so many lives? One big reason is that in its early stages the disease creates little personal discomfort. In addition, charlatans and quacks often can deceive syphilitic patients. Early symptoms—usually a sore, a rash or a persistent feeling of not being well—disappear no matter how unscientific or inadequate the treatment.

Many a victim, therefore, believing he has been cured by a few quack treatments or that he has never been infected, lets time slip by during those early weeks when he has the best chance to begin a real cure. Meanwhile, the disease slowly entrenches itself in one or more vital organs.

Years later, long after the initial attack has been forgotten, syphilis strikes. It may mean death from heart disease in a man of forty, at a time when he is most needed by his family. It may mean insanity, also at a relatively young age. It may mean blindness. And often death is preceded by a long period of partial or total disability.

Syphilis numbers its innocent victims in the thousands. In its early stages, syphilis is highly infectious. It may be contracted unknowingly by a kiss or by direct contact with articles freshly contaminated.

Fortunately, nobody needs to be in doubt as to whether he or she is infected by the

syphilis germ. With the aid of blood tests and microscopic examinations, the skilled physician can determine whether or not the disease is present. This service is also given by public health centers and clinics in an increasing number of communities. Their locations will be readily supplied by the health department or the county medical society.

* * * * *

There is no quick or short-cut method of curing syphilis. The only way to kill all the germs is through a systematic course of regular weekly treatments for a period of many months. Begun in the early stages of the disease, the treatment covers a shorter period and insures the cure of about 85 per cent of all cases. Even sufferers in the advanced stages can be given some relief.

Syphilis is a leading cause of stillbirths. Most tragic of its victims are the 60,000 American babies born with preventable syphilis each year, many of them born blind. Early and competent prenatal care of syphilitic mothers will save most of their babies from being born with infection. It will also prevent many miscarriages and stillbirths.

A postcard will bring the Metropolitan booklet "The Great Imitator" which gives additional information about this disease. For free copy address Booklet Department 238-L.

* * * * *

The American Social Hygiene Association, through its National Anti-Syphilis Committee of over 200 prominent people, is sponsoring the second *National Social Hygiene Day, February 2nd, 1938*. On this day, citizen groups and physicians all over the country will meet with officials to plan the next steps to take in stamping out syphilis. This Association, 50 West 50th Street, New York, N. Y., will be glad to send literature and full particulars regarding the meetings.



METROPOLITAN LIFE INSURANCE COMPANY

FREDERICK H. ECKER, *Chairman of the Board*

ONE MADISON AVENUE, NEW YORK, N. Y.

LEROY A. LINCOLN, *President*

Copyright, 1938, by Metropolitan Life Insurance Company

Photo of the Week



PAY DAY: Business recession and mounting unemployment have given a new significance to the pay check. This Colorado workman, one of 1500 at work on a new flying school in Denver, was registering keen satisfaction at the sight of his when he was caught by staff photographer Orin A. Sealy.—*Denver Post*

Three huge hangars, one on the western end the largest of them all. Our plane at the head of the squadron led the attack. We bombed it from the height of 500 meters.

Our bombs shot to the target like a lot of homing pigeons. We were flying low enough to feel the throb of the explosion. The immense roof of the hangar flew up into the air like a monster carpet floating on volcanic columns of exploding smoke, through which shot a pillar of yellow-red flame. A shower of bombs followed smashed the hangars into smithereens and plowed up the runways and the surrounding fields. There were some twenty planes at the airdrome. When the smoke cleared a great military air-field had turned into a shattered wreck.

On our return I carefully went over my beloved plane. I counted forty-eight holes and rents made by the enemy shots and

shells.—*Lieutenant-Commander Michitaka Hiramoto, Imperial Japanese Navy*

SEAL ISLAND from "Photo-Facts"

THE Pribilof Islands, now the property of the United States, represent one of the most fantastically profitable investments this government ever made.

One hundred and eighty miles north of Unalaska, the island just off the tip of the Alaska peninsula, the Pribilofs are a volcanic archipelago of four tiny islands. Houses and community buildings huddle at one end. The rest is seals, seals, seals.

Seals reach Pribilof from the southern waters early in May. Males come first, one to four weeks before the females, who arrive with their pups. Males travel slowly, sleeping a great deal and never go-

ing near steamers. The females, like cosmopolitan women, take their children south for the winter, while the males stay in the ocean off northern shores.

With the arrival of the males, one of the most extraordinary spectacles known to man begins. Male seals are classified as bulls, surplus bulls, bachelors and pups. Bulls weigh over 700 pounds, more than seven times the weight of the cows. Their first job is fighting for position on the rocky rookery. They are ferocious at this season and will charge even a man if he comes too close. At all other times they are indifferent to man's presence.

The bull seal's one consuming idea is to form a harem, attracting as many cows as possible. He used to collect nearly 200 wives; but government officials found that kept him so busy fighting off bachelors and other bulls who tried to steal a few of his mates that he was too exhausted to breed. The best position, obviously, is the one nearest the water. It always goes to the most powerful and courageous bull. Bachelors (two to seven-year old males), knowing what is best for them, go straight to the parade grounds, an open field well in from the water's edge. Bulls leave a space of thirty yards between each harem. These are safety zones for the bachelors to use going between the water and the parade grounds. Any bachelor straying from these streets will meet trouble from a jealous harem bull.

There is wisdom in this as there is in everything seals do. Once a cow says "Yes" to a bull, she is attached to him for the season. No divorces are permitted, no swappings, not even a long-range flirtation—but there are cases of kidnaping and desertion.

Once all the families are settled—spinsters do not exist in the seal world—the cows begin to give birth to new pups conceived during the previous season. Thereafter until the end of August the bull devotes himself exclusively to his harem. He neither eats, sleeps nor drinks. His only outside occupation is his eternal and ferocious vigil lest Casanovas stray in from the parade ground.

Cows, on the other hand, lead a more varied life. They nurse their newborn pups and teach them how to swim when they are six weeks old. They also take care of and play with their year-old pups who live, communist fashion, in nurseries called pods. All the mothers visit the pod every day to see how the youngsters are getting along. One of the most amazing facts about this extraordinary breed of mammals is that the mother always knows her own child. She can pick him out unerringly among thousands.

Seal society is as restless as it is efficient. There is no such thing as an orphan, nor is there any adoption. If a mother dies, her child starves to death. Not one of the hundreds of thousands of other mothers will give it so much as a second glance.

Experts have determined that it is best both for the quality of the fur and for the increase of the herd to kill the three-year-old surplus males. Operating under this system, the increase in the herd is eight per cent annually.

The seal industry has already netted more than \$50,000,000 under government supervision. Since the government took charge in 1910, approximately 770,000 skins of surplus males have been taken. The tiny Pribilof Islands have thus already paid the purchase price of all Alaska (\$7,200,000) seven times over.

The Pribilofs are indeed a fantastically profitable investment.—*Donita Ferguson*

WHITE HOUSE "MISSY"

from "The Saturday Evening Post"

No, you do not easily spot Missy—hating long names, blonde Anna Roosevelt Boettiger pinned the sibilant nickname on her father's secretary, Marguerite Alice Le Hand, back in 1920, when she started to work for the President. You will not necessarily meet her if you have business at the White House or with the President. But if you are drawn within the real Roosevelt circle, you will swiftly become aware of her.

"Missy—to do this, F. D. R." Across Missy's small, plain desk pass thousands of chits, letters, memoranda with this notation in the President's firm and slanting hand. What he wishes her to do may be almost any sort of task touching upon his vast range of interests and responsibilities, and it is almost certain to be genuinely personal and completely confidential.

Missy writes all the President's private letters and, doing so, turns a phrase that is authentic Roosevelt. Missy does the accounts, pays the bills, balances the check-books.

She gets let off the President's income-tax return because he enjoys solving that Chinese puzzle by himself, but he turns it over to her to type for him. Missy gets the duns from the children when their allowances are overdue.

Missy is a collector by proxy and helps keep track of the stamps and marine prints and old manuscripts and rare books that are the President's pride. Missy buys many of the Christmas presents handed out by F. D. R., and makes helpful suggestions to cabinetiers and other close friends who want to know what they can give the President that he will most enjoy. Missy helps select his new photographs. Missy answers the innumerable queries about Warm Springs.

Missy arranges for the many little acts of kindness that imposing Mrs. Sara Delano Roosevelt thinks "my boy Franklin" should certainly have time to do. Missy campaigns with the President, up and down and across the country, and it's Missy who says when there has been enough politicking for one day.

Missy lives at the White House. In

Mrs. Roosevelt's absence, Missy presides at the tea table, okays the menus, tells when and where they are to be served.

But to list what Missy does—wide as is its range—is to circumscribe her field far too narrowly. No one except his family knows Franklin Roosevelt better than she does; since 1920 she has worked for him, since 1928 she has made her home with the Roosevelt family.—*Doris Fleeson*

ONLY PEACEFUL NATION

from "Vu et Lu," Paris

"WHAT is your program, Excellency? What is the general policy of your reign, Your Majesty? The supreme aim of your efforts, Marshal?"

"To guarantee, maintain, reestablish peace."

This is what we have heard for twenty years every time a sovereign, statesman or general has made a speech.

Do you know the three words most frequently used by Hitler in the fifty-odd speeches he has made since coming to power?

"Peace," 427 times; "fatherland," 342 times; "honor," 306 times.

Do you remember what the Mikado said in an interview some years ago? "The Japanese Empire has been built on one foundation stone—the love of peace."

And yet do you know the number of wars waged throughout the world from November 11, 1918, up to the present Sino-Japanese conflict?

Twenty-five wars in nineteen years. And this includes only real wars, without counting numerous *putsches*, revolts, and "incidents," many of which cost thousands of human lives.

There is only one country in Europe that has never waged war since its foundation. And that country is not tiny Monaco, Andorra, or the Republic of San Marino. All of these microscopic states have participated in several wars.

It is Norway. Yes, the land of Ibsen and Sonja Henie has never known the horrors of war. The reason is very simple. Norway has been independent only since 1906, having formed part of Sweden before that date.

UNDERGROUND FORTS

from "Through Turbulent Years"

ONE million Frenchmen can live underground for three months in comparative comfort. That seems to me to be the most significant fact in France today. They can be sheltered in the amazing Maginot Line fortifications which are as close to impregnable as modern military science has been able to devise.

The Maginot Line, which is nearing completion, will guard all France's land frontiers, except the natural barrier of the Pyrenees. When the treaty between France and Belgium was abrogated in



IMPROVES YOUR APPEARANCE 100%

Have that healthy

TAN

that Men and Women Admire!

IT'S the first impression that counts! Get that healthy, vital appearance that opens the door to success! Many a man has lost his big chance because his appearance didn't "click". Social as well as business success depends on your looks . . . and the pale, weak, pasty-looking chap won't get to first base. Now a daily "sun bath" in the privacy of your own home, will keep you looking like a Million Dollars—and feeling as physically fit as you look!

LOOK SUCCESSFUL—BE SUCCESSFUL!

■ A good, healthy coat of tan has a surprising effect on your appearance. Salesmen find their sales actually increase after they have acquired a real bronze tan! And you will become more popular, for women, too, admire that healthy outdoor look!

IMPROVES HEALTH AS WELL AS APPEARANCE!

■ Your daily bath with ultra violet rays does far more than enhance your appearance. For these rays actually help to increase youthful vigor and vitality. They tend to stimulate glandular functions. Ultra violet rays are known to be remarkably efficacious in some forms of skin diseases and in destroying germ life. Many cases of pimples and temporary blemishes have yielded quickly to their purifying action. These rays have often been found unusually effective in cases of listlessness and anemia and are an invaluable aid in the treatment of rickets. Children have responded rapidly to their beneficial results.

4 TIMES AS POWERFUL AS SUMMER SUN!

■ Now Health Ray has made a really high quality, genuine carbon-arc sun lamp available at a price within the reach of all—\$7.95. In 15 minutes with your Health Ray lamp you can get the equivalent ultra-violet radiation of an hour in summer sunshine.

COMPLETELY GUARANTEED

■ Compact, convenient, easy to operate. Tested by the Electrical Testing Laboratories of New York, and fully guaranteed, this lamp will be one of the greatest investments you ever made!

SEND NO MONEY!

TEST IT AT OUR EXPENSE!

■ We want you to experience the remarkable benefits the perfected HEALTH RAY SUN LAMP brings. We offer you FREE use for 7 days in your own home . . . 7 days works wonders in the way you look and feel! Then if you decide to keep it, it is yours for the remarkable new low price of \$7.95. Pay as little as one dollar down payment. Health Ray Mfg. Co., Deep River, Conn.

INEXPENSIVE HEALTH INSURANCE FOR EVERY MEMBER OF YOUR FAMILY



**\$1.00
DEPOSIT
BUYS
IT!**



DON'T WAIT! MAIL COUPON NOW!

HEALTH RAY MFG. CO., Inc.

201-A Elm Street, Deep River, Conn.

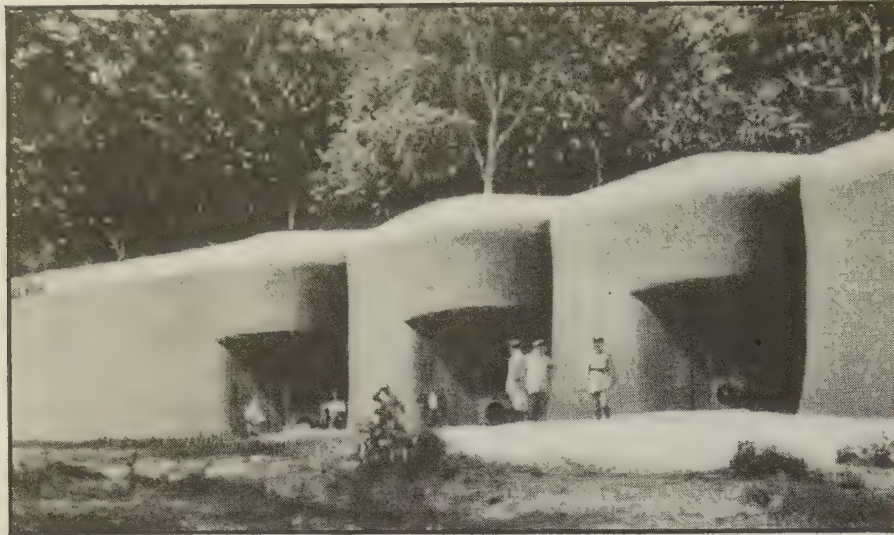
Send me full details of your special FREE TRIAL OFFER on Health Ray Sun Lamp.

Name _____ Please write Mr., Mrs., or Miss

Address _____

City _____ State _____
This is NOT an order—Ship NOTHING C.O.D!

Copyright 1937 Health Ray Mfg. Co., Inc.



FEAR OF INVASION has caused France to construct a series of the world's most impregnable underground forts—the Maginot Line. Almost 100,000 men are stationed along this frontier, which will be used as a mobilization point in a crisis

1936, French military authorities decided not to depend on the strength of Belgian fortifications on the Belgian-German frontier. Another factor influenced French military experts.

It was learned that one theoretical military plan of Germany involved invasion of France through Switzerland. The Maginot Line has been therefore extended to include the entire Franco-Swiss frontier.

Already 100,000 men are in these underground forts near Verdun, Metz, Mulhouse, Strassburg and Thionville. The French Ministry of War emphasizes that this is not a mobilization. It is merely one measure in the development of frontier defense.

The Maginot Line will permit calm French mobilization, experts say, in the event of a crisis. It may be noted, from a study of these forts on a map, that the chief point of concentration is approximately opposite the reoccupied Rhine zone.

The Paris daily newspaper, *Le Soir*, says that no army can break down the Maginot Line; that no heavy artillery can smash in the forts. *Le Soir* recently published the most detailed article yet to appear in print describing these fortifications, and presumably this has been authorized by the highest military authorities in order that Germany may have a clear picture of the difficulties she would encounter in any aggression westward.

The line of forts is very much unlike a World War trench system. There are about 14,000 isolated, semi-observed pillboxes of steel and concrete. Along the 600-mile frontier they may be seen sticking up out of hedges, fields, ponds and underbrush.

The obtruding pillboxes are of a rotating type. There is no above-ground entrance or exit. Each has two stories—one

above ground and the other sixty feet below. Above the lower chamber there is at least forty feet of concrete.

Three men constitute the "garrison" of each miniature fortress and one of the three men is always on duty. In the lower chamber there are two folding-beds, a radio receiver, a latrine, an air-cooled provision box, ammunition, tools and two spare guns.

It is not necessary for a man to be in the upper chamber in order to fire the gun. It is possible for the gunners below to spiral the weapon up the sixty feet until it reaches the surface turret. By an ingenious periscopic device it then can be fired from below and the recoil starts the gun spiraling down again.

The French believe that the Maginot Line will prevent any possibility of invasion. Military authorities admit that enemy airplanes may wreck French cities and other industrial centers, but they maintain that no hostile force can occupy their territory until the Maginot Line is destroyed. They believe this Line to be inviolable, but if they are perchance mistaken they still have another device which is to prevent its capture.

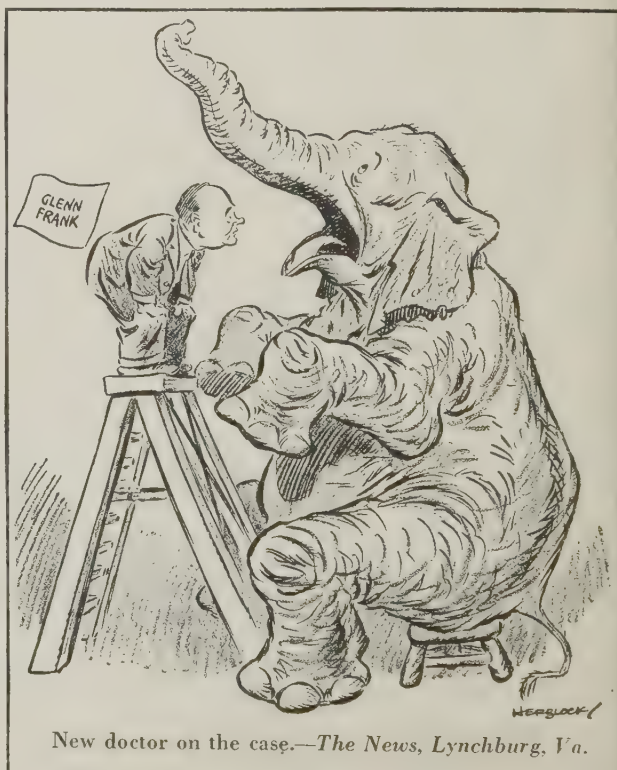
About twenty miles back of the Maginot Line there is located, well underground, a secret chamber, the location of which is known to very few men in the country. If an enemy should capture and occupy considerable por-

tions of the Maginot Line—inconceivable to the French—the pressing of a single button in this secret chamber would blow up, with thousands of tons of dynamite and TNT, the entire 600 miles of fortifications.—*Vernon McKenzie* (Robert M. McBride and Co., \$2.75)

GOVERNMENT ART? from "The Art News"

THE first civic articulations of America's artistic maturity have emerged. First is the demand for the creation of a government department of fine arts and a consequent cabinet post for a secretary of fine arts, in which respect we still lag decades behind every important European country. There has also been brought before Congress a bill to make permanent the federal art projects which were born of the depression works program and which, if they were to be extinguished as is otherwise threatened, would turn the clock backward so that we would once again stand out as the only enlightened nation without an official subsidy for adult talent and culture.

It would be nonsense to utter anything but the heartiest sympathy with both proposals, but we firmly believe that even such enthusiasm must be tempered with a full, cool understanding of the responsibilities involved and the possibilities implied. There have been recent and only too glaring and painful examples of the political abuse of artistic activities in various countries and it is to be hoped that this experience will be taken into account. No deliberation can be too profound, no safeguard too meticulous to



New doctor on the case.—*The News, Lynchburg, Va.*

Poem of the Week

SOURCE

*When I was young I always thought that rivers
Must flow from greener valleys in their course.
I always thought that I would follow sometime
Our turbid river to its mountain source.*

*On some fine day I'd start upon that journey,
Push on through swamp and blackberry barricade,
Until the sun fell slanting through tall oak trees
And I lay down to sleep in purple shade,*

*To rise before the blackbird or the robin,
To see the stream flow clearer as I walked
Past pale green bogs and honey-yellow meadows
Where, like grey monks, the thoughtful herons stalked,*

*And climb past long still pools and waters falling,
Gather green orchids by the mountain snow,
Hear the bright mountain birds like sentries calling
And see them dive down to the clouds below;*

*And finally, behind green walls of hemlock:
The spring forever welling from bare stone,
The pure, cold stream where no man breaks old silence,
And beauty dwells uncaptured, and alone.*

—Gordon Lawrence in *The Gypsy*

prevent such government departments, when created, from becoming either the mouthpiece or the football of any political ideology of the present or future. The unchained idealism of 1937 must not become the servile repression of 1940 or after.—*Alfred M. Frankfurter*

PUPPY-LOVE PROBLEM from "Parents' Magazine"

USUALLY when adolescent romance begins to glow in its pale, pastel hues, parents are scared to death. They are not prepared. They have hidden their heads in the sand, confident that this day will never arrive. Romance is a symbol of change, and all change is frightening. What about sexual delinquency?

Too often parents are interested in the lives of their children only so far as they reflect upon their own. How pleased they are to boast that their daughter's beau is the banker's son; how appalled they are when she favors a lad from the wrong side of town.

If parents can curb their own distress and excitement when adolescent romance appears, they have nothing to fear. Sceldom are there practical implications in the first emotional stirrings. The children are usually content to idealize their relationships according to movie patterns. The first romantic impulses, as revealed in adolescent writings, are idealizations with no thought of definite culmination.

A series of letters from a high-school sophomore of fifteen to a boy a year older, paints a delightful picture of a very frisky but well-adjusted girl whose parents understand her problems. This girl's letters cover a period of three years

during which time her parents had her confidence because they deserved it. They never laughed; they never misunderstood; they were never censorious. They became friends with the boy's family, in another town. The son was a welcome guest in their home. Parental understanding fostered a friendship which survived when the early romance was outgrown.

In sharp contrast with this story is another, revealed in a collection of letters from a small-town girl to her fiancé away at college. Her parents were ignorant and narrow. They disapproved of the boy and forbade their daughter to see him. So she connived to

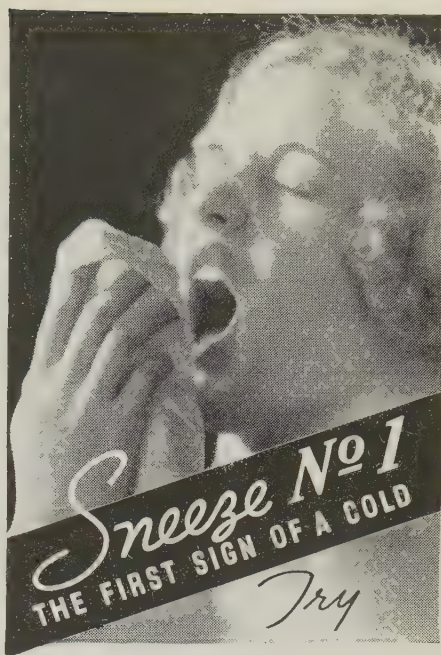
deceive them and succeeded all too well. Her relations with the boy were definitely immoral.

Parents must face the standards of The Crowd, and make their own decisions accordingly. The group does not measure its favored ones with the adult yardstick. Money and position are of little importance. A girl's ability to date attractive boys gives her high rating with The Crowd. This skill far outweighs other talents and abilities. Boys who excel in athletics or school politics are considered desirable if they also have physical charm. The frail boy or girl does not rate.

It is comforting to know that the boys and girls who stand well with The Crowd usually are individuals of real virtue and character. Occasionally a girl becomes fascinated with a man definitely inferior. This is no time for parental hysterics. The wise mother will not make him more attractive by forbidding him the house. She will actually encourage his visits, hoping her daughter eventually will realize that he is alien.

In later adolescence, young people become more at ease with their contemporaries. Boys can ask for dates without stammering. Girls have achieved poise in accepting attention. It is at this period that the careless adolescent begins to give thought to the future. At last he begins to picture himself as head of a family, successful and important.

Parents now may stand back and let him attempt alone the hurdles toward which he has been racing since childhood. They may help him to his feet if he stumbles, but if they have trained him well he can clear the barriers safely.—*Jessie Runner and Dorothy Pownell*



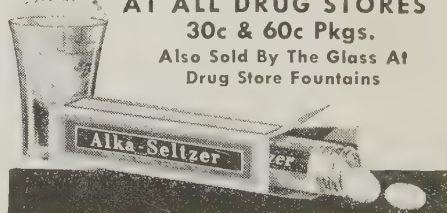
THIS EFFECTIVE WAY TO CHECK COLDS

AT the first sign of a cold, just drop one or two Alka-Seltzer tablets into a glass of water. When they bubble up and dissolve, drink the crystal clear, pleasant-tasting solution. Its beneficial action starts immediately. Continue using Alka-Seltzer according to the directions for colds as explained in the direction sheet in every package of Alka-Seltzer.

Since it is a recognized fact that most colds are accompanied by an over-acid condition which may be retarding nature in her battle against the complaint, Alka-Seltzer is especially helpful because it acts to restore your normal alkaline balance. And because Alka-Seltzer contains an analgesic (sodium acetyl salicylate) it gives prompt relief from the dull aching feeling of a cold. Thus Alka-Seltzer gives relief in TWO ways.

AT ALL DRUG STORES
30c & 60c Pkgs.

Also Sold By The Glass At
Drug Store Fountains



MUSIC LOVERS

100,000 of the finest records in the world, playable on any phonograph, on sale at 50c & 75c per record (value \$1.50 & \$2). The Symphonies, Chamber Music, Operas, etc., of Bach, Beethoven, Brahms, Mozart, Wagner, etc. Mail Orders. Catalogue.

The Gramophone Shop, Inc., Dept. D. 13 E. 48th St., N.Y.C.

Law!

LEARN AT HOME

Are you adult, alert, ambitious, willing to study? Investigate LAW! We guide you step by step—furnish all texts, including 14-volume Law Library. Training prepared by leading law professors and given by members of bar. Degree of LL. B. conferred. Low cost, easy terms. Send NOW for Free, 64-page "Law Training for Leadership."

LASALLE EXTENSION, Dept. 152-L

Chicago

Topics in the News

Business . Science . Religion . Movies . Music

BUSINESS: Birth of a new era in American shipping

SYMBOLIC of the death of an old era in American shipping is the departure of the famed, 24-year-old liner *Leviathan*, the largest ship ever to fly the American flag, for Rosyth, Scotland, where she is doomed to be converted into scrap.

Symbolic of the birth of a new era in American shipping is the construction of the *Leviathan's* successor, which will be built at Newport News, Virginia, for the United States Lines, and which, when launched in 1940, will be the largest ship flying the American flag.

For the \$17,000,000 liner, whose keel will be laid this spring, represents but a fraction in cost and but one of 43 in number of American ships scheduled to be built during the next four years.

As a result of long-term subsidy agreements between the United States Maritime Commission and seven steamship companies, construction will start on 14 new ships this year, on six more within the near future. Moreover, these companies are to submit plans for an additional 23 ships, to be built by 1942. In addition, an eighth company, the American Export Corporation, will begin building nine or ten cargo and passenger vessels the moment it concludes its pending subsidy agreement with the commission.

And this is not all. The Maritime Commission has extended for from two to nine months its temporary subsidy agree-

ments with six other steamship companies. If long-term agreements are reached with them, these six are expected to build an additional ten ships. Finally, the commission has called for bids for the construction of twelve cargo vessels (costing between \$18,000,000 and \$23,000,000), and will help the Standard Oil Company of New Jersey build twelve high-speed tankers costing \$37,500,000, by contributing \$10,500,000 of the cost.

"This whole program," declared an official of the Maritime Commission, "is the largest peace-time shipbuilding program in the history of America."

As its contribution to recovery, the shipbuilding program will stimulate the steel, lumber, electrical equipment and dry goods industries. Most of all, it will stimulate the machinery trades.

As its contribution toward the revival of American shipping, the shipbuilding program will put 10,000 men to work in shipyards.

America is the foremost exporting nation. But it is not the foremost ship-owning nation. In fact, it ranks fourth among the six great shipping nations of the world, preceded by Great Britain, Japan and Germany. But in terms of ship obsolescence (shippers consider vessels of ten years and older obsolete), America ranks first. And this is the sore spot of American shipping.

The retiring chairman of the Maritime Commission, Joseph P. Kennedy, newly named ambassador to England, summed

up what's wrong with this "very sick industry" with a recitation of these facts:

The subsidized American fleet (with which the commission is directly concerned) consists of 155 vessels. Of this fleet, 131 vessels will become 20 years old within five years.

"These must be replaced," declared Mr. Kennedy. And replaced they will be judging by his commission's agreements.

SCIENCE: After all, what IS the Wassermann test?

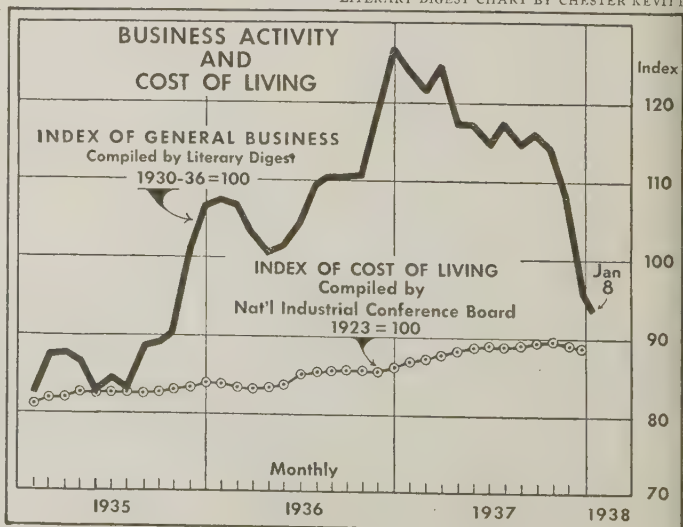
BECAUSE of syphilitic parents, 9000 babies are still-born, 4000 are born alive but infected, each year in New York State. Bills now before the state legislature would reduce this terrible toll by compulsory blood tests, such as the Wassermann, both before marriage and during pregnancy. Because of ignorance of that test, thousands throughout the country die each year. What is this much discussed Wassermann?

Turn back the clock an even forty years. It is now 1898. In his little laboratory at the Pasteur Institute, Paris, a Belgian, Jules Bordet, is busy.

In a test tube he has a thimbleful of salt water in which are suspended millions of tiny corpuscles from the fresh blood of a rabbit.

With a needle, he injects beneath the skin of a live guinea pig a few drops of the rabbit-corpuscle suspension. The animal, frightened though unharmed, goes

	1938 Jan. 8	1938 Jan. 1	1937 Dec. 25	1937 Jan. 9
STOCK VALUES	59	57	52	147
BOND SALES	63	70	65	123
BANK DEBITS—N. Y. CITY	93	86	97	97
DEPOSIT CIRCULATION—N. Y. CITY	100	118	114	94
BANK DEBITS OUTSIDE N. Y. CITY	110	104	108	121
FREIGHT CARLOADINGS	89	91	98	117
BITUMINOUS COAL PRODUCTION	—	102	106	130
CRUDE OIL PRODUCTION	144	149	144	131
AUTOMOBILE PRODUCTION	79	76	79	113
ELECTRIC POWER PRODUCTION	125	125	123	127
COTTON FORWARDINGS	78	81	85	166
CONSTRUCTION CONTRACTS	124	124	106	118
STEEL PRODUCTION	42	43	47	137
INDEX OF GENERAL BUSINESS	93.6	94.2	95.4	124



COST OF LIVING DOWN for second successive month after reaching six-year high last October. Business index currently declined also, to its lowest level since the fall of 1935

back into his cage for three days. Then a second and larger dose of rabbit cells is given. Five successively greater doses are injected, at intervals of three days. Bordet waits four days, and bleeds the guinea pig.

He shakes up this blood with glass beads to remove the clot, which forms on the beads instead of throughout the fluid. Now he allows the blood to stand. The corpuscles settle to the bottom, leaving a pale yellow liquid above: serum. When serum is diluted with salt water, the scientist is at last ready to observe a phenomenon never before seen.

Into a tube guinea-pig serum is poured and rabbit-corpuscle suspension added. Because of the millions of corpuscles, the mixture is opaque—but not for long. Magically, it turns limpid.

"Guinea-pig serum must be dissolving rabbit corpuscles," thinks Bordet. Eagerly he verifies his conclusion by examining a drop under the lens. Almost all of the rabbit corpuscles have burst. Only a few remain intact. Serum from guinea pigs that have not had injections does not show such activity. "Doses of rabbit corpuscles sensitize a guinea pig's blood serum, give the serum power to burst rabbit's red blood cells," he reports.

Can serum sensitized to rabbit burst cells of mouse or rat? Red corpuscles are obtained from a mouse, a rat, from Bordet's finger. Upon each type he tests the action of guinea-pig serum sensitized to rabbit. Another amazing discovery: Guinea pig sensitized to rabbit blood yields serum which can burst only rabbit corpuscles.

The Belgian next demonstrates that guinea pig sensitized to mouse corpuscles yields serum bursting only mouse corpuscles; sensitized to human corpuscles yields serum bursting only human corpuscles. An animal's body develops a specific response to each specific type of foreign cell injected.

In 1901, Bordet, working with a French colleague, Gengou, reports a new way of testing an animal for the presence of a given disease, such as plague:

"Mix plague germs with blood serum from an animal suspected of having plague. If the animal has plague, then this mixture can be used to stop guinea-pig serum from bursting rabbit corpuscles."

In Berlin, a lawyer named Althoff suggests to a Bavarian experimenter, August von Wassermann: "Why not apply Bordet's new test to syphilis? A human being with syphilis is an animal infected with germs."

Wassermann has no syphilis germs available. No one is able to keep them alive in a test tube. Instead of syphilis germs, he uses an extract prepared from the liver of a syphilitic ape. This is mixed with serum from another ape, which has been infected with syphilis. Will this mixture prevent sensitized guinea-pig serum from bursting rabbit's corpuscles? Wasser-

mann shows that it will, while serum from healthy apes permits sensitized guinea-pig serum to devour rabbit corpuscles. Medical science now has a means of diagnosing syphilis. The Wassermann test is as accurate with human beings as with apes.

Wassermann's technique is highly refined. Later discoveries show that extract from healthy ox heart, strangely enough, works better than extract of syphilitic liver. The test becomes more complex. Not only are guinea pigs, rabbits, and beef heart used today, but sheep's blood and a number of substances from other animals—all in the same test, to increase its sensitivity. Now, in skillful hands, the Wassermann is nearly perfect. Do the corpuscles burst? If they do, no syphilis. If they do not—definite proof of syphilis.

To Bordet went a Nobel award; to Wassermann, a Nobel award; to Bordet's guinea pig and his rabbit—the gratitude of humanity.

RELIGION: A church that was founded unintentionally

ONE OF THE world's tiniest sects slipped dramatically from its semi-obscurity into the religious spotlight of North America and Europe this week to pay homage to its great and inspired founder. It was the church of Emanuel Swedenborg (1688-1772), Swedish scientist, philosopher, mystic. Solemn ceremonies were held commemorating the 250th anniversary of his birth.

Observance of the event in the United States took place in about 40 cities, which have more than 100 Swedenborgian churches and 8000 sectarians.

The main ceremony abroad took place in London, where Sir Campbell Rhodes presided at a gathering of 2000 Swedenborgians.

The great Swede is referred to often as the man who founded a Christian church without meaning to do so. Emanuel Swedenborg, born "Swedeberg" and ennobled in 1719, was graduated from Upsala, traveled abroad and returned home to become director of the Royal Board of Mines. Soon thereafter appeared a series of his monumental scientific tomes. Collected at the end of the 19th century, they showed that he was years ahead of his time.

His most eminent attainments include the first sketch of a glider type airplane, anticipation of the doctrine of energy,



WASSERMANN tests are given free to New York University students as the nation-wide campaign against venereal diseases gains momentum

construction of the first mercurial air pump, discovery of the function of the ductless glands.

On a visit to London in 1745 he said the Lord appeared to him, initiated him into the spiritual sense of the Scriptures and commissioned him to expound it. He passed his time mainly in Stockholm, Amsterdam, and London, turning out, before he died in London, 83 theological works. He never married, and his life was simple. He worked without regard for day or night.

Swedenborg said the Lord had prepared him for an illumination, filled him with His spirit to teach the doctrines of a New Church by the Word from Himself. The essence of Swedenborg's doctrines is that Divine Love is the self-subsisting life of the universe.

He did not preach, nor did he attempt to found a sect. He held that his followers might be of any denomination. But after his death his works gained in strength. Formation of a new church was inevitable. His followers accomplished this in England in 1787.

Swedenborgianism made its debut in the United States in 1784. The first congregation was organized in Baltimore eight years later, and in 1817 the first General Convention of the church was held in Philadelphia. In 1897 the General Church of Pennsylvania left the Convention and assumed the name of "General Church of the New Jerusalem." It numbers 2000 members, headed by Acting Bishop George de Charms, in Bryn Athyn, Pennsylvania.

Regarded as the conservative branch of the American sect, members of this



MOTHER O'LEARY'S fire is fanned again by Twentieth Century-Fox's *In Old Chicago*. The destruction caused a far greater "windy city" to be built in "wild onion place"



PIRATES become heroes in Paramount's *The Buccaneer*. Fredric March plays Jean Lafitte, New Orleans brigand who joined forces with Andrew Jackson to save the city in 1815

branch are clannish, wealthy, sophisticated, conducting a theological school, museum, library, scientific association, boys' academy, and girls' seminary.

Less centralized is the General Convention wing. Its president is the Rev. Fred Sidney Mayer of Baltimore. It has 88 "parishes" to its rival's 16 in the United States and a national church in Washington, D. C. This group of 6000 members maintains a theological school in Cambridge and a girls' school in Waltham, Massachusetts, a junior university in Urbana, Ohio.

Wielding a force far greater than its numbers would indicate, Swedenborgianism counts as members in the United States Edgar A. Guest, the poet; Starling W. Childs, philanthropist; Dr. John R. Swanton, of the Smithsonian Institution; Edwin Markham, the poet; Harold Pitcairn, autogiro manufacturer; Mrs. Frank A. Vanderlip, wife of the banker.

MOVIES: Piracy and patriotism coöperate in "The Buccaneer"

CECIL B. DEMILLE, Gargantua of celluloid, celebrates his twenty-fifth year of picture making with what this department considers his greatest film. *The Buccaneer* is worthy of the word "epic."

Paramount's saga of Jean Lafitte, New Orleans pirate who helped Andrew Jackson save the United States, is a rare venture, deserving a niche near *The Birth of a Nation* and *The Covered Wagon*.

Based on fact, the film is a romantic reconstruction of the electric times during the War of 1812.

When Dolly Madison fled the White House with the Declaration of Independence in her arms, the British had already burned most of Washington. This de-

moralization complete, their eyes turned to the capture of New Orleans, which might have insured them the whole continent west of the Mississippi.

Living in the bayous, boss of a cutthroat, outlaw navy of a thousand men, was the dangerous Lafitte. The women of New Orleans adored his suave charm. They went to his market place in the swamps to buy luxurious contraband goods, product of his piracy. Meanwhile, Governor Claiborne posted offers of reward for his capture, which Lafitte defied by tacking up his own posters offering \$10,000 for the Claiborne head.

British officers who bargained on his ruthlessness failed to acquaint themselves with his intense patriotism. American warships, making the same error, bombarded his "empire," and destroyed and captured many of his men. In spite of this wholesale massacre, he offered Jackson men and flints in return for a pardon and his men's release. Assisted by Dominique You, who called himself Napoleon's brave cannoneer, but whom Lafitte called "the world's worst cutthroat and best shot," he led his band into the Battle of New Orleans. Thanks to Lafitte's presence, Old Hickory was victorious.

Through these fiery doings of pioneer America, Cecil DeMille and his writers have woven a dozen fictional subplots of espionage, bribery, love stories, mutiny, murder, and fire on the high seas. But not one invention of this yarn transgresses the spirit of the original story.

Fredric March's interpretation of Jean Lafitte, complete with black curls and a French accent, is one of the most surprising accomplishments of that star's long record. A cast of over a hundred principals provides many interesting performances. Special mention must go to

Akim Tamiroff as Dominique You, the blustering cannoneer; Franciska Gaal, new Hungarian importation, as Lafitte's adoring Dutch maid; Margot Grahame as the New Orleans lady whom Lafitte loves but cannot win; Hugh Sothorn, who is Andrew Jackson to the last eyelash; and Walter Brennan as Ezra Peavey, Jackson's orderly.

George Antheil, who upset Europe some years ago with his "Ballet Mécanique," has provided a score of memorable songs and dances. Stirring photography, lavish costumes, square-rigged ships, ancient firearms add their bit to a dashing, vast and breathless movie.

The fire's the thing

In Old Chicago is Twentieth Century-Fox's answer to the hurricane of *The Hurricane*, the locust plague of *The Good Earth*, the earthquake of *San Francisco*. It is also by way of being one of those pictures three-quarters of whose footage is a frontispiece for the last fifteen minutes. In a magnificent, scorching superclimax, a movie burns the lake shore metropolis.

That is the reason you will go to *In Old Chicago*. This is no small conflagration. Lest you be dissatisfied with flames eating up the very heavens, the studio provides gas-tank explosions, the dynamiting of a whole section of the city to thwart the fire's ravenous appetite, the collapse of a building on one of the heroes, a stockyard stampede, kerosene blazing out on the Chicago River and the mob fleeing hysterically, shoulder-deep, into Lake Michigan waters.

The film has a melodramatic plot set against the lusty, profligate atmosphere of pioneer Chicago. The O'Learys arrive

in the 1850's. At least Mrs. O'Leary and her three small sons arrive. Mr. O'Leary is killed out on the plains trying to race their covered wagon against one of those newfangled trains. This is the most moving and sincere part of the film, just as the first glimpse of muddy streets and bawdy saloons provides the most spirited and authentic section of the picture.

Thereafter—until the fire—story and effects have a strangely reminiscent Hollywood quality. Mrs. O'Leary's two sons grow up, one to be a crooked politician and night club proprietor with the vote of The Patch, a slum district, in his pocket. The other becomes a struggling lawyer eager to tear down The Patch and build a fine section for Chicago's poor. The suave politician, in order to ruin his dangerous rival, puts his crusading brother in office as mayor. The O'Learys fight bitterly over ethical practices for twenty years, but comes the fire and it is "The O'Learys against the world."

The whole business makes a great many demands on a logician's sense of plausibility, but the opening sequences, the fire, and Alice Brady's performance force one to forgive all. Where Tyrone Power and Don Ameche as the bad and good brothers and Alice Faye as Tyrone's sweetheart never completely get away from being Twentieth Century-Fox contract players, Alice Brady builds Mrs. O'Leary into a fine, fighting Irish woman. That she manages this startling metamorphosis from her usual fluttery society woman should win high praise.

The fire's the thing, however. Henry King, the director, and H. Bruce Humberstone, special effects man, take the honors for its success.

MUSIC: Uncle Sam's latest musical debt to Finland

THE AMERICAN tour of the Helsinki Chorus creates the quixotic feeling that future war-debt payments by the uniquely conscientious Finland should be considered musically canceled. Actually it is impossible to measure in dollars the value of such a good-will visit by the vocal ambassadors from Helsinkfors.

Admirably trained by Martti Turunen, these young men have electrified audiences. They were introduced with the Boston Symphony Orchestra in two new works by Sibelius (one of which had to be radioed across the ocean after loss of the manuscript). Later they proved in a New York concert that an entire program of Finnish music could be exciting. They came to the United States under auspices of Marshall Bartholomew's Intercollegiate Musical Council, with the honorary sponsorship of Jean Sibelius himself. Such male voices have not been heard here in a long time, particularly the high tenors and low bases. Even the most exacting music seems to have no terrors for the Finns, with their extraordinary tone quality and volume.

Perhaps their most interesting appearance was at a private party given by the University Glee Club of New York, consisting of business men who formerly sang at various American colleges. A whole evening spent in genial exchange of music reached a climax in the presentation of an American flag to the visitors, who responded with a thrilling performance of "The Star Spangled Banner." College spirit seems to be much the same in Finland and the United States, and such songs as "Gaudeamus Igitur" and "Integer Vitae" have no restrictions of nationality. It might be good if every European nation concentrated on choral singing.

FOR THE RECORD

MAGAZINES, newspapers, and writers make strange errors. Some are ludicrous; some are simply errors in fact. Send in those you run across in any publication—even in this magazine. For each one it reprints, the LITERARY DIGEST will pay two dollars.

Derby day—People in long dresses and derby hats came for miles over dirt roads in buggies, wagons, and surreys.—*Daily Oklahoman (Oklahoma City)*

For belligerent belles?—New Motorized Ballroom Put in Use by Army.—*Headline in Nevada State Journal*

Backward, turn backward—The —s were married in February, 1934, at a brilliant ceremony in San Mateo. They have a son, —, born July 15, 1933.—*San Francisco Examiner*

Metamorphosis—Mr. and Mrs. — of North Main Avenue, announce the birth of a son yesterday at home. Mr. — was formerly Miss —.—*Scrantonian (Pa.)*

For black beauties?—Glamorous Horse Coats \$4.95 to \$7.95.—*Lewiston (Idaho) Tribune*

Not even then?—He frankly announced that the budget will not be balanced in the fiscal year 1938139.—*Philadelphia Record*

Too true!—We're inviting every Corner friend to submit a poem. . . . No prizes are offered, but the winning poem should bring unlasting fame to its author.—*Portland (Ore.) Journal*

TOPICS IN BRIEF

CARTER GLASS on his eightieth birthday told the reporters he would rather be 40 than 80. It goes without saying that he would rather be right than either.—*New York Times*

Speaking of that coming American boom, it begins to look as if we already had had it and didn't know it at the time.—*Kansas City Times*

Well, if Carol gets himself set up in Romania, he and Adolf and Benito can

have a Three I League next season.—*Memphis Commercial Appeal*

Dr. Nicholas Murray Butler of Columbia is hunting "a moral substitute for war." There is peace, of course—or are we being inane?—*Chicago Daily News*

According to Dr. N. C. Nelson of the American Museum of Natural History, human beings have been hanging around this planet for two million years. And they still haven't the faintest idea of how to run the thing.—*Howard Brubaker in The New Yorker*

A surgeon is the legal agent of a patient during an operation, and the period of the patient's unconsciousness, a New Jersey court rules, and afterward he is merely a person trying to collect a bill.—*Louisville Times*

Proof, if any, of charges that big business is on a strike against the New Deal presents difficulties. Such unmistakable evidence as picketing or sitting down would be absent in any case.—*Springfield (Mass.) Republican*

That's an optical illusion—about the world growing smaller. It's merely that the new artillery has a longer range.—*H. V. Wade in Detroit News*

It is going to be pretty tough when this country gets back to normal and the fellows who write those articles on economics have got to know what they're talking about again.—*Washington Post*

Literary DIGEST

Copyright 1938, by The Literary Digest, Inc.
233 Fourth Ave., New York, N. Y.

Editor: David P. Page

Managing Editors { Howard Florance
John T. Hackett

News Editor: Alexander L. Schlosser.
Literary Editor: John Bakeless. Foreign Editor: Roger Shaw. National Affairs Editor: Gordon C. Hamilton. Features: Agnes R. Allen. Music: Sigmund Spaeth. Entertainment: Donita Ferguson.

Art Director: Morrill Cody

Publisher: George F. Havell
Business Manager: Charles M. Norton
Advertising Manager: Harry J. Price
Circulation Manager: W. Madden

Subscription rates: United States and Canada, \$4 a year; two years \$6; Foreign, \$5 a year. Semiannual indexes will be sent to subscribers on application for 25 cents per volume.

Change of address: Instructions for renewal, discontinuance or change of address should be sent three weeks before the date they are to go into effect. Both old and new addresses must be given.

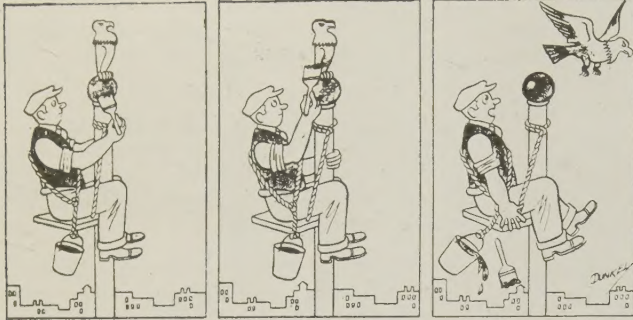
Editorial and business offices: 233 Fourth Ave., New York, N. Y. Telephone: Algonquin 4-8810.

Contributors please note: Literary Digest can take no responsibility for unsolicited manuscripts or art work, although every reasonable care will be exercised in handling them. All material submitted must be accompanied by full return postage.

Application made for registry of Literary Digest title in U. S. Patent Office and in foreign countries. Literary Digest incorporates The Digest, Review of Reviews, World's Work, Current Opinion, and Public Opinion. (Titles registered in U. S. Patent Office.)

The Spice of Life

(Title registered U. S. Patent Office)



—Passing Show, London

Boomerang—I believe one of the finest New Year's resolutions a person can make is to resolve not to try to make any for somebody else. Resolutions that might do you a lot of good wouldn't fit the other fella at all.

I knew a president of a firm who resolved that startin' with the new year, he was gonna act promptly and get everything done quick. He got a bunch of "Do it Now" signs and hung 'em in every office, so his employees could read 'em. The next day he found that his cashier had run off with \$25,000, his bookkeeper had eloped with his private secretary, four clerks had asked for salary raises, and his office boy had gone to Hollywood to get into the movies.—*Bob Burns in Buffalo Evening News*

In the Money—Mack: "Say, that was some blonde with you last night. Where did you meet her?"
John: "I dunno. I just opened my wallet and there she was."
—*Georgia Tech Yellow Jacket*

Amateur Efforts—Noting my recent trouble with getting our daughter's Charlie McCarthy doll to talk without my lips, Jack Hoins helpfully forwards a set of nursery rhymes which even the most inexpert ventriloquist can recite:

Keeter, Keeter, kunkin eater,
Had a wice and couldn't keek her.
Roses are red, wilets are glue.
Little Ngiss Ngusset sat on a tusset.
Little Goy Glue cung glow your horn.
Little sishes in the grook,
Catch 'en wi' your line 'n' hook.—*John Chapman in New York Daily News*

Question of Values—The epidemic of broken hips accruing here from the recent ice sheet reminds Dr. R. R. Ellis of an aged man severely injured in a fall a few years ago.

When Dr. Ellis reached the old man he found one hip apparently broken. The patient was more concerned about his new pair of overalls than about his injury.

The doctor started cutting the garment off. He had slit one leg up to the injured hip when the old man raised himself on his elbows and roared:

"What are you doing?"

"Trying to get to that injured hip," the doctor told him.

The old man gazed ruefully at the three-foot tear.

"Well," he snorted, "you dang nigh ruined me britches."—

Kansas City Star

Retort—From a feature story: "Despite his years on Park Avenue, McIntyre does not know one tea from another."

Is that so? There's store tea and sassafras.—*O. O. McIntyre in Omaha World-Herald*

It Won't Work—Best mixed metaphor of the early winter oratorical season: By Congressman Short, of Missouri, who warned the farmer that he was putting his "nose in a noose."
—*Harlan Miller in Washington Post*

Patter—Irving Hoffman is telling about the actor at the Lambs "who was so tired he could hardly keep his mouth open."
—*Lucius Beebe in New York Herald Tribune*

Sequel—The rags-to-riches biography should go on and tell about the hero's troubles with the NLRB and the Attorney General.—*H. V. Wade in Detroit News*

Pilot—Smith: "My wife asked me to take our old cat off somewhere and lose it. So I put it in a basket and tramped out into the country for about eight miles."
Jones: "Did you lose the cat?"
Smith: "Lose it! If I hadn't followed it I'd never have got back home."—*Neal O'Hara in Houston Chronicle*

Enterprise—"Almost every man can find work if he uses his brains," asserted the man who had traveled a good deal. "That is, if he has the ability to adapt himself like the piano-tuner I once met in the Far West.

"We were in a wild, unsettled country, and I said to him, 'Surely piano-tuning can't be very lucrative here. I should not imagine that pianos were very plentiful in this region.'

"'No, they're not,' said the piano-tuner, 'but I make a pretty fair income by tightening up barbed-wire fences.'"
—*The Kablegram*



"Isn't he marvelous, daddy—he speaks seven languages?" "Well, you might find out if he says 'when' in any of them."—*The Leader, London*